EXITVS ACTA PROBAT

"A Time to Remember"

WITH THE *Commerce Violet*

1949

CHOOL OF COMMERCE, ACCOUNTS AND FINANCE, NEW YORK UNIVERSITY

DEDICATION

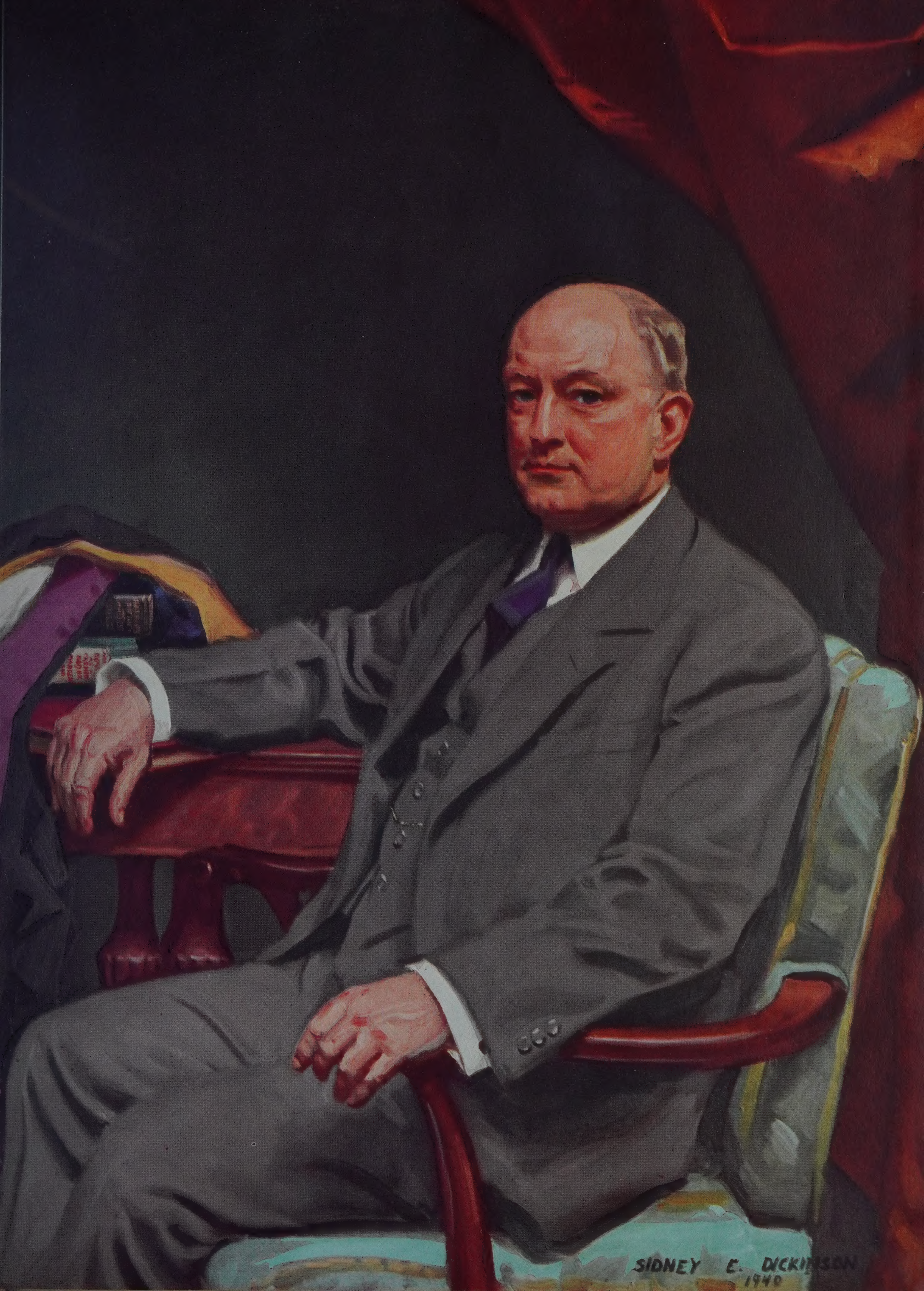
IN the hubbub of college life at the School of Commerce there were many students who never had the opportunity of talking to, or even meeting, John T. Madden. His name was familiar to the students; they knew he was Dean of their school, and they knew that he was responsible for the high standards of education at Commerce. But because of the vast number of students and the complexities of operating one of the largest business colleges in the country, Dean Madden often seemed remote from the daily campus happenings. Nevertheless, he always was accessible to any student who had a problem. The door to his office never was barred. He always was willing to offer kindly, but firm, advice to any one who sought it. He was pleased to think that he was the educational god-father to literally thousands of young students who wanted the best business education offered at any school.

Dean Madden, the third Dean of the School of Commerce, took office in 1925, and under his guidance the school's reputation for excellent courses, excellent faculty, and well-trained students grew in financial centers throughout the country where alumni of the school shouted its praise.

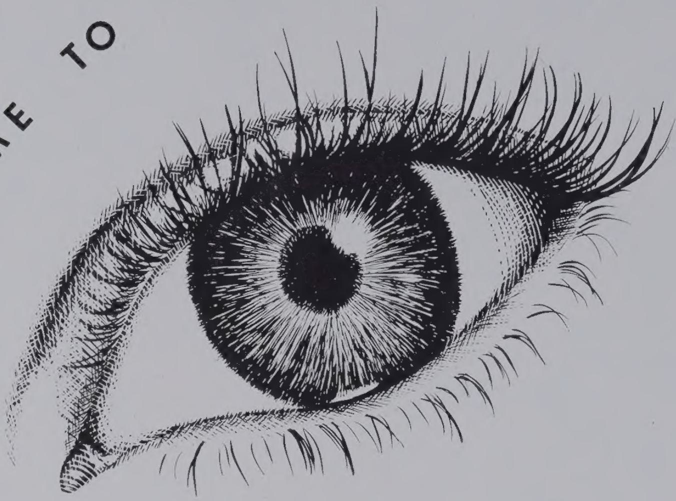
In the early days of the school, when there were fewer students, and when Dean Madden had more time to meet them personally, graduates considered his name synonymous with that of the School of Commerce. His vital personality became merged with the school's.

Dean Madden was truly a great man; great because he took an interest in his students' progress in class and in the outside world; great because he was able to combine the practicality of the business world with the humanity of education; great because he made Commerce the best business school in the nation.

To the memory of this distinguished educator, business leader, and friend, the *Commerce Violet '49* is respectfully dedicated.


SIDNEY E. DICKINSON
1940

A TIME TO REMEMBER



How many times did you glance up at the clock in the Commerce lobby and watch seconds ticking past? How many times did you wait—not too patiently—for the elevators to hoist you to class? How many times did you pray for the day that you would graduate? How many times?

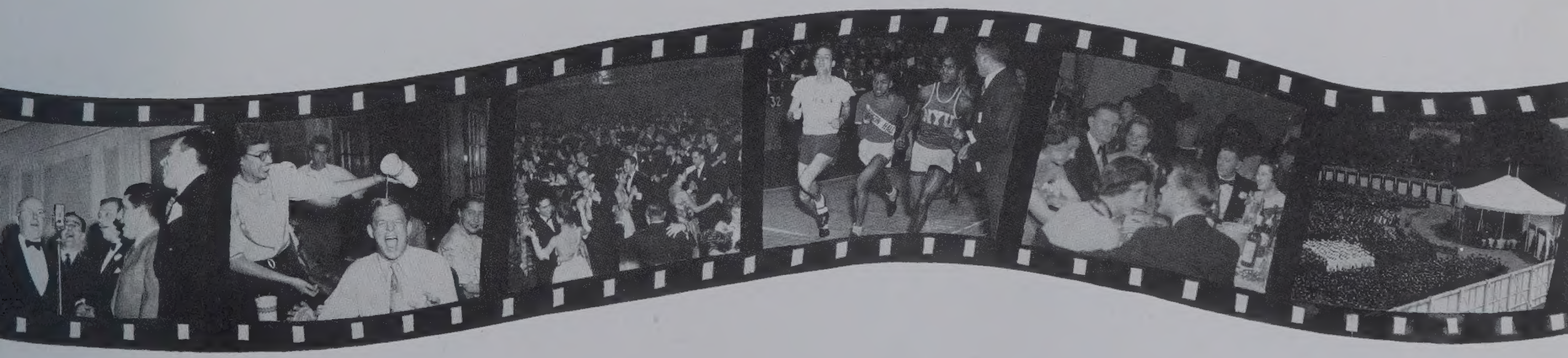
FOREWORD

THE year we became alumni was 1949. It was the end of a decade, the roaring forties. It was the halfway mark in the twentieth century. It was the beginning of a new era. Just as the Model T Ford, and then radio, changed the face of America, a new invention took firm root, and began to influence American life and American thought. Television became part of the American scene.

It was a coincidence that television was emerging from electronic laboratories at about the same time most of us were born. It was strange that it expanded into a booming industry just as we were leaving college. Were we destined to be the television generation?

The theme of the '49 *Violet* is "A Time to Remember." It was. To help us remember these days of youth, a few comments about the television industry of 1949 have been added. Where will television be twenty, thirty, or forty years from 1949? Where will the Class of '49 be? They both entered the world together, but one is human, the other a machine.

The editors of the *Violet* hope that in years ahead you will find it interesting to open the covers of this book to read a brief history of an industry which had survived the rigor of adolescence at the same time you began to make your mark in life.



A TIME TO REMEMBER

JUNE 1949 was a time to remember. It was the homestretch in a decade that had given us the bloodiest, most devastating war ingenious man had ever inflicted upon himself; a decade that began in despair and ends not far from it.

Characteristic of the year was a determined effort to return to the state, ungrammatically but vividly, described as "normalcy." Despite this attempt at escapism, everyone knew that this was no shiny postwar world of eternal peace, but the same old world of power politics where the word "peace" was defined as "a truce between wars."

It was the post World War I story repeating itself—with a new twist. This time we Americans were not going to repeat our 1920 folly of turning our back on the world. We had been an active participant in the U. N. from the start—we had sponsored the European Recovery Program—we had committed our support to the union of Western European nations. Whether all this could stem the fatal tide toward war, it was too soon to know.

If one were to judge from the events of '48 alone, one might well say it was too late, for '48 was hardly a year which could inspire hope of peace. Far from being an era of peace and harmony, it was the year in which two eminent men of good will, Mohandas Gandhi, spiritual leader of India, and Count Folke Bernadotte, indefatigable worker for the cause of world peace, fell, the victim of assassins' bullets.

Moreover, it was the year of the cold war. For it was in June of that year that the Russians clamped a ground blockade around Berlin. Their apparent purpose was to starve out the occupation forces of the three western powers and thus leave Russia as the sole occupying power in the German capital.

However, the Russians had failed to consider one factor. Though they controlled the land around Berlin, they did not control the air. Taking advantage of that fact, the Americans established what came to be known as the "air-lift"—a daily schedule of planes flying to Berlin, bringing sufficient food and fuel to sustain not only the British, French and American occupation forces, but also the German population of the western zones.

Though the airlift cost many millions of dollars, Americans considered the money well spent, for it told the people of Europe, much more eloquently than words, that the U. S. would stand by them when the chips were down.

Yet effective as the airlift was in answering the blockade, it obviously could be no more than a temporary solution. So long as the situation existed, there could be no peace, only an uneasy truce. Despite the efforts of the neutral powers in the U. N. to mediate, the situation did not improve until in May, 1949, the Russians in a surprise move lifted the blockade.

This situation, with all its potential dangers, was not limited to the old world. There were cold war skirmishes even in America.

One of these skirmishes occurred in August of '48 when a Soviet school teacher, Anna Kosenkina, made a spectacular leap to freedom from a window in the Soviet consulate in New York. Questioned later by police, Mrs. Kosenkina said that she had been sent to this country by the Soviet government to serve as a teacher for the children of Russian consulate members in New York, that she had seized this opportunity to escape from the totalitarian Soviet world by running away only to be brought back to the consulate and held prisoner. When the police authori-

Number 3 Bows Out—Babe Ruth's last appearance at Yankee Stadium

ties refused to surrender custody of the school teacher to the Soviet Consul, the already strained Soviet-American relations grew even worse.

Closely following on the heels of the Kosenkina affair, were the disclosures of two ex-communists, Elizabeth Bentley and Whittaker Chambers, senior editor of *Time,* in testimony before the House Committee on Un-American Activities investigating a huge communist spy "apparatus" which had operated in this country as far back as 1937, gathering important U. S. military and political data for the Soviet Union. Both witnesses claimed government officials were members of the apparatus and both named names. Chambers created the biggest sensation by directly accusing Alger Hiss, a former top official in the State Department, of being a member of the spy group.

Hiss retaliated by presenting Chambers with a suit for libel, at which time the former *Time* editor brought forth microfilm copies of papers which he had secreted in a pumpkin on his Maryland farm.

Though certain aspects of Chambers' testimony (such as his accusation of Hiss) have not yet been authenticated, and though the over-zealous smear tactics of a publicity-mad House Un-American

Truman had the last laugh: Harry on the left, New York's Mayor O'Dwyer in the center, Tom Dewey, the unsuccessful contender, on the right. Before the 1948 Presidential election, of course

Activities Committee have done much to obscure the issue, there remains little doubt that the basic premise of his story is true. There was, and probably still is, a communist spy ring operating in Washington whose aim was to ferret out important U. S. secrets.

These revelations provided in '48 and '49 additional fuel to feed the flames of Soviet-American discord.

In addition to the Soviet-American cold war, there were in '49 many areas of the world where full scale warfare was being carried on. These global trouble spots included:

(1) **China:** where the Communists were slowly encasing the National forces in a death grip. Short of direct American intervention, nothing it seemed, could prevent the submergence of this land of ancient cultures into the communist orbit.

(2) **Greece:** where the government with American support had been fighting the leftist guerrillas for more than two years. The result at the end of two years: the guerrillas were stronger than ever.

(3) **Venezuela and Peru:** where liberal, democratically elected governments had been overthrown by army cliques—a disheartening step backward in Latin America's progress towards democracy.

(4) **Indonesia:** where there were scenes of

bloody warfare between the Dutch and the Indonesians.

The one bright spot in this troubled picture was Palestine. Out of the chaos of Arab-Jewish warfare had emerged the state long dreamed of by the Jewish people—Israel. Smashing military victories in which the Israeli army had been able completely to clear its territory of Arab invaders, were followed by peace talks on the Island of Rhodes arranged by Dr. Ralph Bunche, representing the U. N. Thus peace and stability returned to a corner of the world sorely in need of it.

Stability to all the world was the principal objective of the U. N. which met in Paris during the closing months of '48. Unfortunately this meeting was no more successful than the others. The Security Council, crippled by the veto provision, failed completely in its attempt to mediate between the western powers and the Russians in the dispute over Berlin.

The General Assembly fared somewhat better. Not only did it set in motion the forces which will eventually bring peace to Palestine, but it drafted and passed unanimously an international bill of rights and a convention outlawing genocide.

This was the extent of its accomplishments. The unlimited debate rule of the Assembly, which permits filibustering on an international scale, prevented other important questions, such as the disposition of the Italian colonies, from even reaching the floor during the session.

The year 1948 was one of momentous happenings throughout the world.

Yet, as 1949 got under way, it was not these world affairs that held the attention of most Americans, but rather an institution peculiarly American: a Presidential election.

Though the elections were two months past, most Americans still talked of that most dramatic of all election upsets in which Harry Truman, in defiance of the unanimous finding of the public opinion polls, defeated Tom Dewey and was swept back into office along with a Democratic House and Senate. Perhaps the most surprised of all were the Democratic politicos who, resigned to being cast into the political doghouse, had conducted a campaign marked by indifference and apathy. Alone among these harbingers of doom stood Harry Truman, grimly convinced of the justice of his cause, and ready to battle it out to the end.

Why had the polls fallen down so completely in predicting the results? Were the voters influenced by the fiery one-man campaign conducted by Truman? Was it a defect inherent in the poll-taking technique? These were questions that remained unanswered in 1949.

Still another aspect of '49 that belied the grim international situation was the rosy picture that the business world presented. Despite the dire warnings of many economists that a depression was inevitable and not far away, American business was as booming and healthy as ever. Wages were high, production was expanding, and new industries were growing up. Biggest and most promising of these postwar babies was the television industry, of which, more later.

Yet this prosperity was not all it seemed to be. The average housewife didn't think so—with butter at ninety cents a pound, meat at one dollar a pound, and prices in general at an all-time high. In many American homes, the high cost of living had taken the pay increases out of the pockets of wage-earners and left them worse off than before.

The housing shortage also continued to plague the nation.

Though Congress had passed a watered-down version of the Taft-Ellender-Wagner housing bill, which called for the construction of low-cost hous-

JOAN OF ARC
starring INGRID BERGMAN
A VICTOR FLEMING PRODUCTION
Color By TECHNICOLOR
Produced by
WALTER WANGER
Directed by
VICTOR FLEMING
Based Upon the Stage Play Joan of Lorraine by
MAXWELL ANDERSON
Victoria
JOAN OF ARC
starring INGRID BERGMAN
BENEDICT'S
DRINKS
FRANKFURTERS
DUTCH MASTERS CIGARS

A Hollywood extravaganza that arrived on Broadway early in 1949 ing and gave assistance to the building trade, progress was slow.

As in '48 the average young couple had to begin their married life with their in-laws, and two million American families continued to live doubled up in one and two room apartments.

Though neither the home nor the world picture was reassuring, there was none the less, a brighter side to '49.

It was reflected in the jokes people told, the movies and plays they applauded, the songs they sang.

Such was the American sense of humor that it even found something laughable in the new draft. Once again the draftee jokes of '17 and '42—jokes that had grown stale from disuse—made the rounds and provoked many a chuckle.

As for the popular songs of this period, chief among them were the revived tunes of the 20's. Just as they were big hits back in the prohibition era, *Heartbreaker, You Were Meant for Me* and *I've Got My Love to Keep Me Warm* were among the biggest sellers in '49. This sudden fondness for old tunes was a sure sign that people were tired of facing the harsh realities of an unwanted atomic age; they wanted to return to the era of wonderful nonsense.

Yet all of '49's music did not reflect dreamy nostalgia. There was also a harsh, new note on the musical horizon called bebop. To its followers, bebop was the advance guard of jazz music—progressive jazz they called it, labeling its critics "moldy figs" or "reactionaries." To its detractors, bebop was sheer dissonance.

High priest of this new cult was a young trumpet player named Dizzy Gillespie, who played notes on his trumpet that seemed straight out of Schonberg. And whether one liked or disliked bebop, there was no denying that it truly reflected the neurotic spirit of the times.

In addition to bebop and the oldies, '49 brought forth other musical items. There was that certain type of song euphemistically referred to as "novelty." The *Pussy Cat Song* had the dubious distinction of being the best seller in this category. There was also the score from the new Hammerstein and Rodgers musical *South Pacific*. Tuneful, listenable, and of *Oklahoma!* calibre.

As for the entertainers who sang the songs in '49, the public still craved to hear their old favorites—Bing, Frankie, Dinah, Peggy, et al. It was a difficult year for newcomers, though a few did emerge. One of these newcomers was husky-voiced Kay Starr who, thanks to her many records released throughout the year, really lived up to her name. The same might also have been said for Sarah Vaughn, Mel Torme, Vic Damone, Denny Dennis, Beryl Davis, Billy Eckstine, Gordon MacRae and Art Lund.

An even more accurate barometer of the times were the movies of '49. Except for a few, sporadic anti-communist films *(The Conspirators, I Married a Communist)* the Hollywood order of the day was escapism. The movies abounded in dreams and dream sequences. A typical example was Bing Crosby's *A Connecticut Yankee at King Arthur's Court,* with the groaner clowning and crooning his way through the Mark Twain classic. Whatever its defects, this film was at least good fun.

A more ambitious cinematic project that came to full fruition in '49 was Sir Laurence Olivier's production of *Hamlet*. Surprisingly enough, this film, designed to appeal to the highbrows, enjoyed a wide box office success.

As in '48, films and plays with war themes were anathema at the box office. This fact was outlined in bold relief when the play *Command Decision* was forced to close after a run of barely over a year, though it had been touted by critics as the *What Price Glory* of World War II. The one exception to this rule was the vignette of navy life, *Mr. Roberts,* but then it stressed the comic rather than the grim side of war.

Tennessee Williams was another who dared to run counter to the public's desire for escapist fare. His plays, *A Streetcar Named Desire* and *Summer and Smoke,* both of which described the moral degradation of faded southern belles in a manner almost sadistic, were huge box office successes.

Perhaps more in the spirit of the times were *Life With Mother,* which brought the delightful Day family back to Broadway for another long run, and the English importation *Edward My Son,* which provided an actor's *tour de force* for Robert Morley.

In the world of books, strangely enough, the hush-hush on war themes did not apply. On the contrary, there was a flood of novels inspired by World War II, and all were big sellers.

Topping the list was Norman Mailer's *The Naked and the Dead* in which ex-G. I. Mailer comes closer than perhaps any of his contemporaries in showing how his own little corner of the war looked to the average G. I. No sugar-coated picture of the war written with one eye on a Hollywood contract, *Naked* with its gripping battle scenes and its keen insight into the motivations of men in war, emerges as the truest picture of World War II yet set down on paper.

Other novels based on World War II which achieved critical acclaim and high readership in '48 and '49 were Irwin Shaw's *The Young Lions,* Theodore Plevier's *Stalingrad,* Stefan Heym's *The Crusaders,* and James Gould Cozzens' *Guard of Honor* which won the 1949 Pulitzer prize for fiction.

Even more popular in '49 than the war novels were the memoirs of the statesmen and soldiers who held the reins of authority in World War II —memoirs which supplied the missing pieces needed to give a true picture of the war.

Perhaps the most important of these works from the American point of view was Dwight D. Eisenhower's *Crusade in Europe.* Not a profession writer, General Eisenhower wrote a simple, straightforward account, without rancor, of top-level strategy in World War II. Critics in '49 agreed that it was the finest book yet written by an American professional soldier.

'48 and '49 also brought forth a host of memoirs written by political associates and friends of Franklin Roosevelt which helped immensely in rounding out the portrait of the late President, and clarifying his role in the war. Perhaps the best of these was Robert E. Sherwood's *Roosevelt and Hopkins,* the 1949 Pulitzer prize-winning biography. Others were the dully written but informative Hull memoirs; *On Active Service,* by Henry L. Stimson and McGeorge Bundy, and *The Personal Letters of Franklin Roosevelt,* edited by his son Elliott.

Though Franklin Roosevelt did not live to write his own chronicle of the war years, Winston Churchill did. '48 saw the publication of the first volume of this work, entitled *The Gathering Storm.* It recounts in the brilliant, colorful prose for which Churchill has become famous, the failures and mistakes of the allied powers in the period between the wars, and how these failures and mistakes led inevitably to World War II. The second volume, *Their Finest Hour,* concerning the Battle of Britain was published in '49.

All of 1949's literary outpourings were not devoted to war. For students of history, there were the first two volumes by Douglas Southall Freeman of what will eventually be a monumental biography of George Washington. There were two new additions to the ever-growing store of Lincolnia, *The Lincoln Papers,* edited by David C. Mearns, and *Lincoln's Herndon,* by David Donald.

For worriers, there was soothing syrup in the form of a book by Dale Carnegie, *How to Stop Worrying and Start Living,* and another by Rabbi Joshua Loth Liebman, *Peace of Mind.*

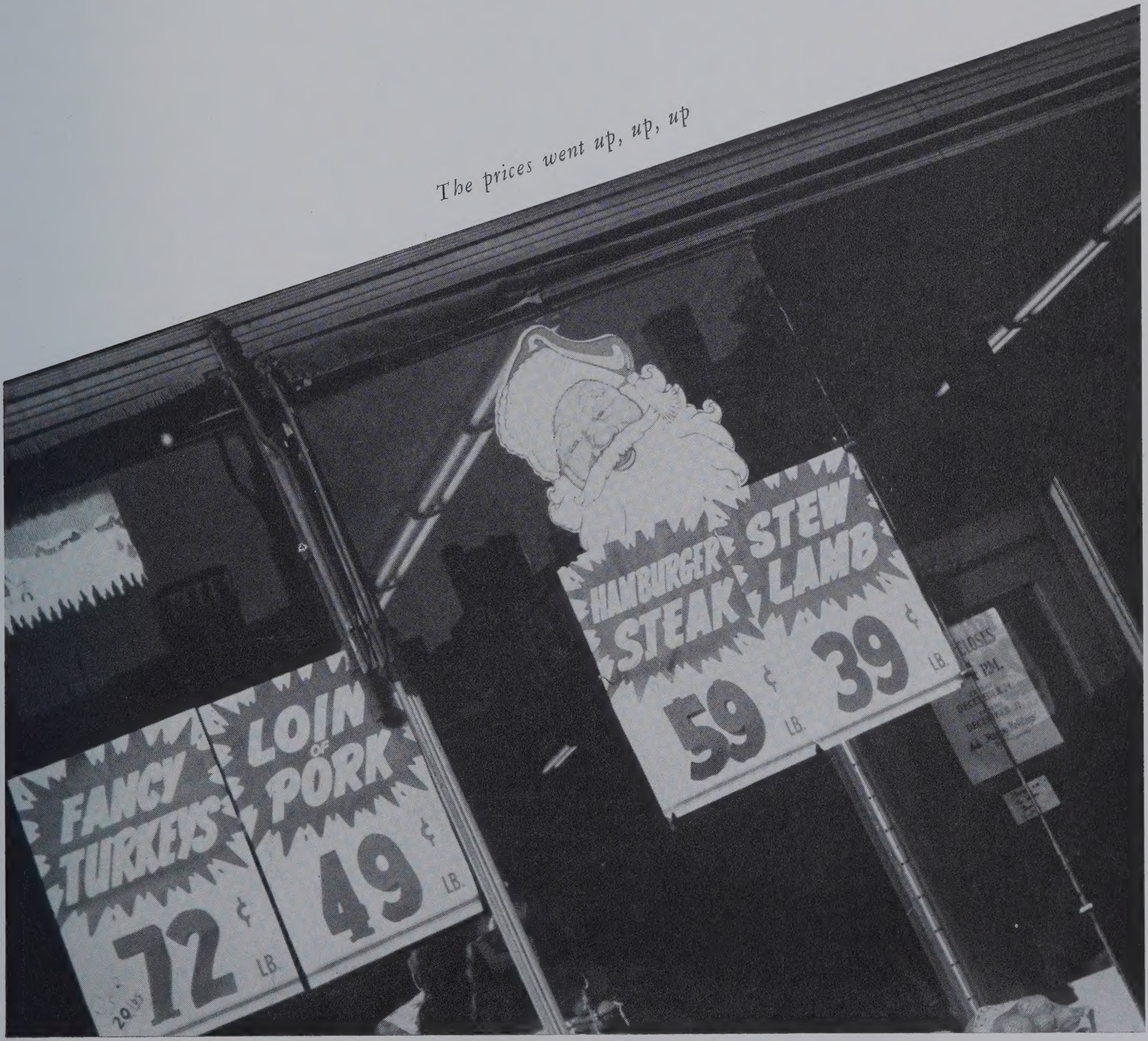
But the book which caught the imagination of most readers in '48 was a scholarly, dry-as-dust thousand-page report by an obscure zoologist named Alfred Kinsey. The title of the report was *Sexual Behavior in the Human Male,* though it soon became popularly known as *The Kinsey Re-*

port. This report, with its revelations on the "abnormal" sex activities of the average American male, set off a controversy which may result in a complete revision of the moral codes of this country as well as the laws that enforce them.

In the realm of sports, baseball fans, and in fact, all Americans were saddened by the passing of George Herman Ruth, the "Babe" who had become an American legend.

During the '48 season, attention was focused primarily on the American League where the Yankees, the Red Sox and the Indians were engaged in a three-way struggle for the pennant. The last day of the season found the Indians and the Red Sox tied for first place. A one-game playoff in Boston resulted in a victory for the Clevelanders.

Meanwhile, in the National League, the Boston Braves had confounded the experts and second-guessers by walking away with the pennant. Composed as they were of cast-offs from other teams and aging veterans rounding out their last season, no one had seriously considered the Braves for the first division, let alone the pennant.



The prices went up, up, up

AMERICA 1948

Beatrice Shopp: Miss America, 1948

Though the Indians took the Series, the plucky Braves will be remembered as the true heroes of the occasion.

New York in '48 and '49 presented a continually changing scene. For one thing, there were the face-lifting jobs carried out in all parts of the city.

In the east forties, an area of ten square blocks had been cleared to make way for the U.N. headquarters. There was much hauling and digging, and the first steel girders were erected.

Other spots in the city which attracted sidewalk superintendents were: the Battery where the Manhattan terminus of the Battery-Brooklyn tunnel was already taking shape; 38th Street and Broadway where a new neighbor to the Metropolitan Opera House was casting its shadow over that venerable institution; 40th Street and 8th Avenue where the new bus terminal was being built; and of course, Washington Square where "genius row" had been crumbled to mere dust to make way for the new NYU Science Center.

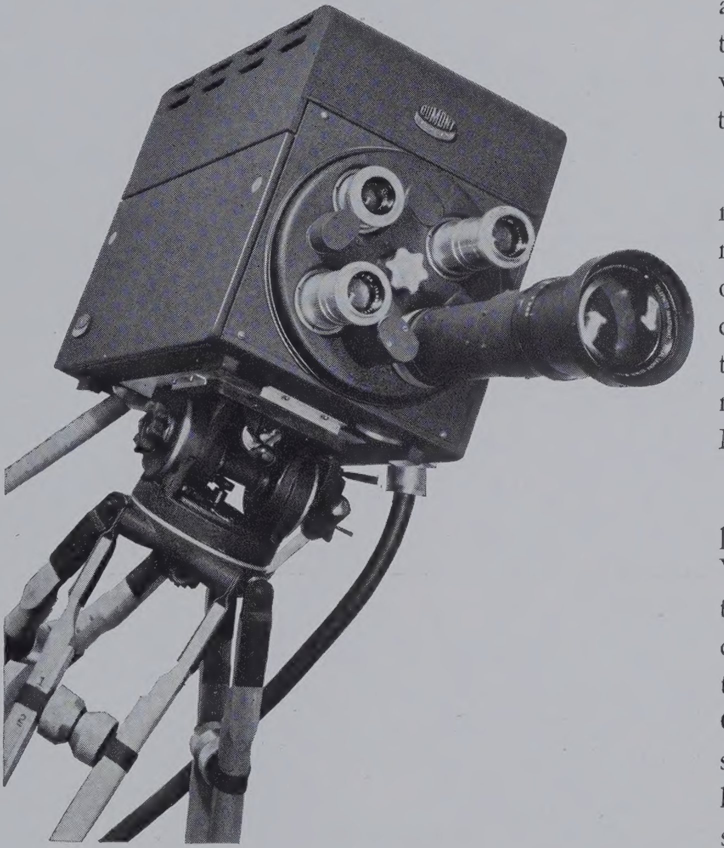
Another changing aspect of New York was the new order of things underground. Though there was an occasional sigh for the good old days of the buffalo, New Yorkers had generally resigned themselves to the ten-cent fare. And as consolation for the fare increase, there were the factory-fresh, stainless-steel subway cars that were slowly replacing the older models throughout the subway system.

But a look at the 1949 American scene would not be complete without that most fabulous of all flings into escapism: the New Look. By January of '49, even the men had come to accept the long, full skirts, the padded hips, the off-the-shoulder necklines that characterized the "Look." Now everyone was happy; the women who fancied themselves as *fin-de-siecle* belles; the designers who had scads of material to work with and could let their imaginations run riot; and the men who could simply admire—and pay the bills.

AND THEN THERE WAS TELEVISION

THIS was U. S. A. 1949. And yet, all that we have said is not as representative of the year as the one item we have neglected: the emergence of television from the electronic laboratory—its entry into and acceptance by the homes of America.

Surely, if anything deserved to be called the symbol of '49, it was the grid-like television antenna perched on a million American rooftops. Everywhere one could see signs of the public's interest in television.



Men and women who, before the advent of television, never would have thought of entering a tavern, were flocking to them in large numbers just to catch a glimpse of the new wonder.

Scholars were publishing weighty tomes on the sociological significance of television—on its amazing ability to re-cement family ties by again making the home the center of recreational activity.

And at least 650,000 Americans and their neighbors were sitting together night after night huddled together in crowded living rooms, their eyes focused on flickering rectangular screens half the size of a newspaper page.

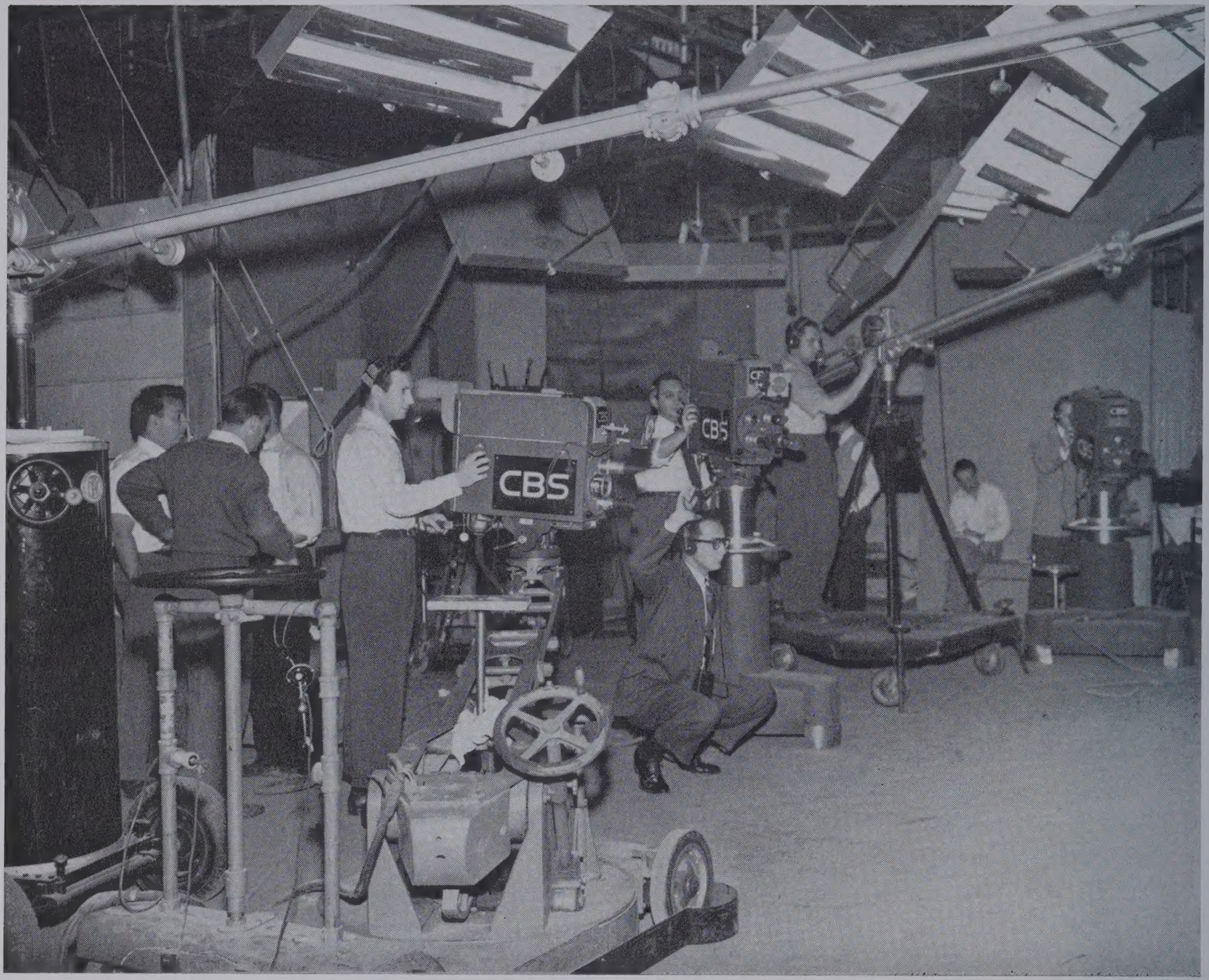
By 1949 fifty-five television stations were operating in twenty-two cities. Eighty-two others, of the 445 possible under the present available frequencies, had been granted licenses. Wayne Coy, chairman of the Federal Communications Commission, had predicted one thousand stations on the air just as soon as TV moved to a higher frequency.

All this was simply the culmination of over two decades of unceasing experiments costing millions of dollars and employing the genius of countless electronic wizards from all parts of the world, many of whom are now forgotten.

One of these scarcely remembered figures, the man who lifted the lid of the "Pandora's Box" containing the secret of television was an Irishman named Joseph Mays.

Mays was a telegrapher who worked in the Valentia, Ireland, station of the transatlantic cable some three quarters of a century ago. One day he noticed a strange phenomenon: a humming noise which seemed to be caused by the days of the sun falling on the selinium resistor which was part of the telegraph receiver. From this seemingly unimportant observation, Mays deduced that the selinium somehow had the ability to convert light values into electric values. This was the basic theory behind television; it remained for others to turn the theory to practical account.

Thus, using Mays' theory as a starting point, scientists in all parts of the world were soon engaged in experiments designed to transmit live



images. None of the early experiments were entirely successful. The best succeeded in transmitting only silhouettes or outlines.

Some fifty years after Mays' discovery, a Scotsman named Baird achieved what could be termed true television. The time was October, 1925: the scene, Selfridge's Store in London; and the first object to be televised was a ventriloquist's dummy.

The crowd gathered at Selfridge's saw dim, flickering images, inferior to the movies of those early days, but far better than the mere silhouettes produced in earlier television experiments. The crowd saw the outline of the dummy and the dark patches which were its eyes, nose and mouth.

Baird, elated by his success, then invited a boy from a neighboring office to place himself in front of the televisor. He rushed downstairs to view the boy on the receiver only to find it imageless. His heart sinking, Baird ran back up. There he discovered the root of his trouble. The boy, bothered by the glare of the hot lights, had shifted his chair out of the range of the televisor. In his excitement, Baird cast aside his Scotch prudence, gave the lad a half crown, and persuaded him to return to his position before the camera. Thus, the first live person ever to appear before the television camera was a bored little English boy who received a half crown for his trouble!

The next important date in television's logbook was April 7, 1927. On that day the American

Telephone and Telegraph Company gave a television demonstration over a wire circuit between New York and Washington. An observer who was present at the affair remarked that the images were "like faded daguerrotypes held in a shaky hand."

About the same time, General Electric conducted a similar experiment, except that the images were transmitted by shortwave rather than by wire.

Meanwhile, back in England, Baird was not inactive. In 1928, he conducted the most amazing experiment of all; the transmission of images from London, across the Atlantic, to Hartsdale, New York.

The following month, he topped that performance by transmitting images from his London studios to the SS "Berengaria" in mid-Atlantic.

The success of these and other experiments, however, were limited by the lack of a means to transmit images electrically. With the mechanical method, only primitive results could be achieved, and even these involved the use of complex equipment prohibitively expensive for commercial use. Some electrical means had to be found or television would be stalled forever in the experimental stages.

And it was found! As though in answer to the axiom "necessity is the mother of invention," Vladimir Zworykin, a Russian immigrant in this

country, came up with the cathode ray tube or "iconoscope" which replaced the mechanical scanning disk hitherto used as the television camera. This converted television from a mechanical to an electrical science.

Given this impetus, television progress was rapid. Throughout the decade of the thirties, there were constant experiments which brought the theory of television closer to fulfillment.

On April 30, 1939, that day of fulfillment arrived. The marvel of television was at least ready to be shown to a still skeptical public.

The occasion was the opening ceremonies of the New York World's Fair; and the handful of people in the New York area fortunate enough to possess receiving sets caught a glimpse of the world of tomorrow. As the summer wore on, and video demonstrations became an integral part of the Fair, the handful grew to thousands.

The stage was set for the long planned commercial development of television. But before the infant industry was able to establish a foothold, World War II started. The war ended receiver manufacturing and program planning. The industry looked forward with anticipation to the postwar period.

But with V-J day, the expected boom in the video industry did not materialize. The reason wasn't hard to find: a serious difference of opinion split the industry in two.

On one side was the Columbia Broadcasting System which had conducted successful experiments in color television during the war years. On the strength of these experiments, C. B. S. felt that commercial production of receiving sets should be delayed pending further experiments with color.

The receiving set manufacturers took an oppos-

ing view. They felt that the time had arrived for commercial expansion and that color television should be relegated to an experimental status until it could be proved commercially feasible.

These two groups, each with its own idea of the path which television development should take, kept the industry in a state of suspended animation for almost a year. Then, in the spring of '47, the Federal Communications Commission handed down its long awaited decision. The decision upheld the set manufacturers' viewpoint, and paved the way for the commercial development of black and white television. This was what the industry had been waiting for. The race was on.

Almost at once, the market was deluged with many varieties of receiving sets. There were the elaborate console models, costing thousands of dollars with projection screens the size of an unfolded newspaper page. There were also the more modestly priced table models ($100-$400), with screens ranging from fifty square inches to a size not much larger than a postage stamp.

Simultaneously with this boom in set manufacturing, video stations were popping up like mushrooms throughout the country, with the greatest concentration in the New York area.

At first, New Yorkers were served by stations WNBT, owned by the National Broadcasting Company, WCBS-TV, operated by the Columbia Broadcasting System and Dumont's WABD, each station operating in the evening hours only. During the summer of '48, three new stations arrived on the scene. WATV, Newark, owned by station WAAT; WPIX, the station operated by the New York *Daily News,* and WJZ-TV, the American Broadcasting Company outlet.

ABC PRESIDENTIAL ELECTION BOARD
KAISER-FRAZER
POPULAR VOTE
ELECTORAL VOTE
STATE
NECESSARY TO ELECT 266
WJZ-TV
ABC

During these first days of commercial telecasting, the programs left a great deal to be desired in quality, quantity, and variety. Approximately 50 per cent of the daily schedule was devoted to telecasting sports events. A televiser with no particular interest in sports would have done well to turn off his set and go to a neighborhood movie.

The effectiveness of coverage in sports telecasts varied from poor to excellent. In hockey, or any other game in which the action was not confined to a small area, a battery of television cameras could at best give only a limited idea of what was taking place. By the same token, wrestling and boxing proved to be ideal fare for television.

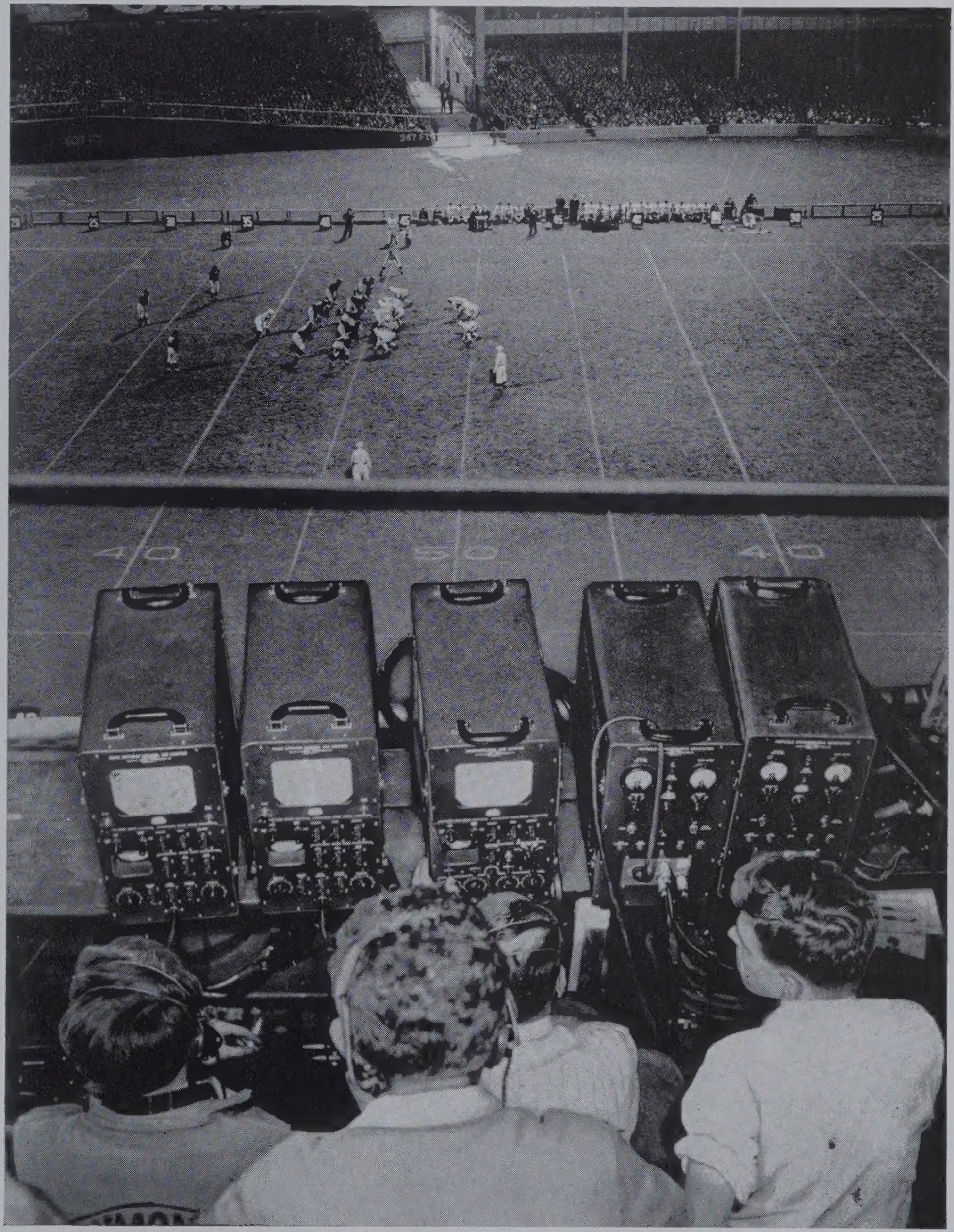
WJZ-TV
WJZ-TV

One factor which seriously impeded television's growth as an entertainment medium was the Petrillo edict banning live music on television. The lifting of this ban in March of 1948 did much to encourage new ideas in program planning.

The most immediate result of the lifting of the ban was a program that made television history: a concert of the N. B. C. Symphony Orchestra conducted by Arturo Toscanini. The great maestro, with his uncanny ability to communicate with facial gestures his intense feeling for the music, and the skill of the N. B. C. technicians made this a memorable occasion.

The relaxing of the ban also brought forth a flock of new musical and variety programs to enliven the schedules of the six New York stations. Other program innovations which were attempted included dramatic programs, daily newsreels presented within a few hours of the filming, fashion shows, forum discussions, quiz shows, feature movies, operas, educational lectures and on-the-spot news.

Some of these shows pleased televiewers; others did not. According to a poll taken by *Variety Magazine,* set owners of more than six months standing wanted to see, in order of preference, better movies, top flight radio comedians, the better Broadway shows, and high quality vaudeville shows. Very little enthusiasm was shown for news, children's programs, quiz shows, musical shows and educational programs.



As for on-the-spot news coverage, the 1948 political conventions and election night coverage afforded the new medium a dramatic opportunity to display its amazing potentialities in this field. Not only did the television cameras cover the proceedings on the floor of Philadelphia's convention Hall, but it also followed the delegates into smoke-filled hotel rooms, hotel lobbies, and into the streets of Philadelphia.

In short, the prying eyes of the television camera went wherever convention news was to be found.

But the biggest single event handled was the Presidential election. Telefans whose endurance could equal that of the telecasters got some rare pictures. Peter Roberts of N. B. C. was relaxed, clean shaven and immaculate early Tuesday evening; his euphonious voice held the proper amount of restrained excitement. Wednesday morning his beard had pushed through the pancake makeup, his collar was loosened and his voice dry and weak as he interviewed India Edwards of the Democratic Party Women's Division. Mrs. Edwards' orchids drooped, her purple lipstick was gone, and her evening gown, made of frailer stuff than she, looked even more tired.

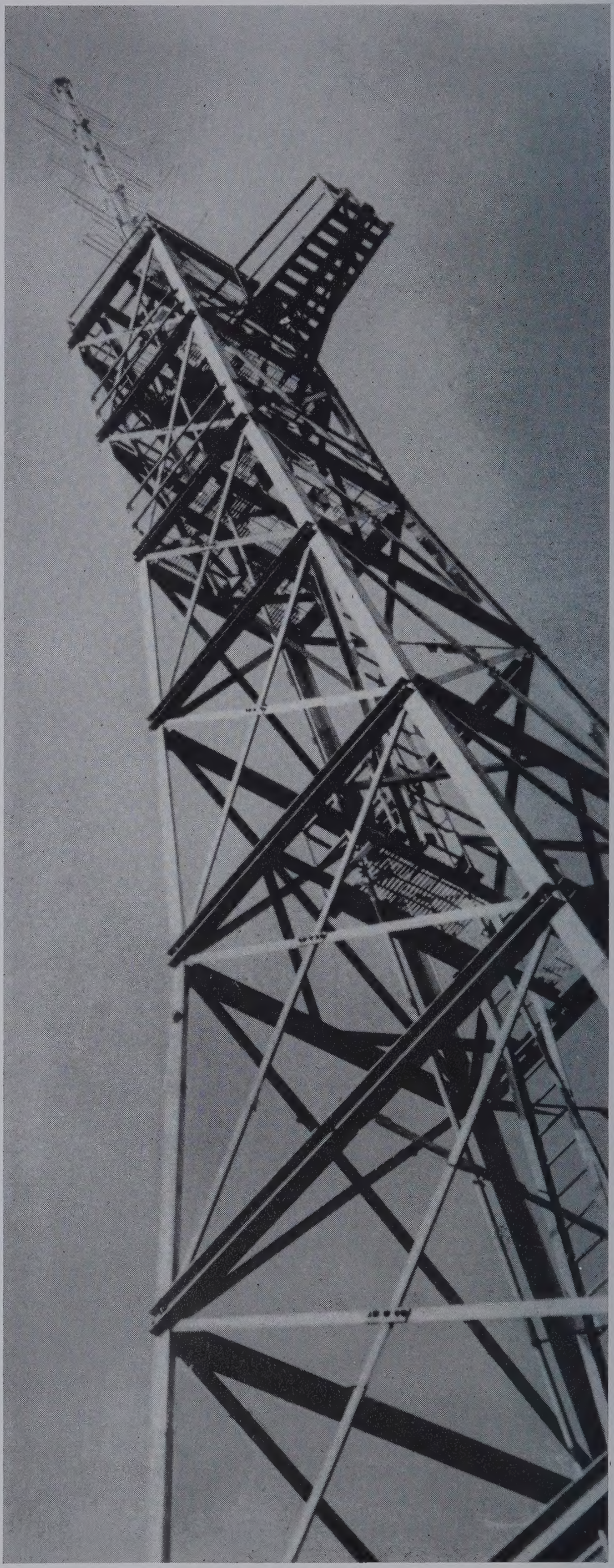
A. B. C.'s extremely effective coverage was simply a matter of photographing radio men at work. Viewers saw Elmer Davis loosen his bow tie; Walter Winchell and Drew Pearson working with their hats on in traditional reporter fashion; George Gallup "predicting" and "interpreting" the voting with increasing anxiety and uncertainty as the night wore on.

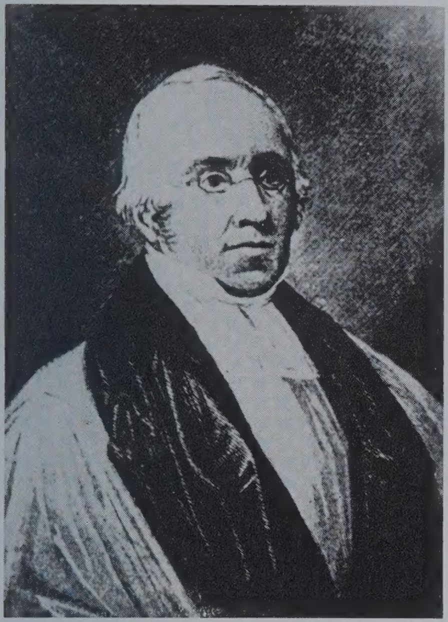
Although video, like everyone else, was surprised by President Truman's victory, the directness of the medium precluded some of the terrible boners that appeared elsewhere. When it was all over, everyone agreed that television had done a good job.

Despite the fact that television is rapidly substantiating all the extravagant claims made for it, both technically and artistically, there are still many problems to be solved before the industry will have clear sailing. The most pressing problem revolves around the question of who will support television.

The obvious answer seems to be that the American business man, recognizing the advertising potentialities of television, will underwrite its costs, just as he did for radio. This has happened already on a regional basis, though advertising revenues are not yet large enough to put most video stations on a paying basis. But whether the American business man will be able to finance the fabulous costs of network television is another matter. One thing is certain: the cost of transmitting coast to coast television shows, comparable to the best that radio can offer, will be staggering. One sixty minute variety show often costs as much to produce and transmit as a feature length movie.

Admittedly, the problems are many. Yet, in a scant half century of development—in which men like Mays, Baird and Zworykin played so significant a role—television has encountered tougher nuts to crack. It's a sure bet that television is here to stay, and that it will become an integral part of 20th century American civilization.—Alan Bryant Theodore.





JONATHAN WAINWRIGHT
Council Member, 1830-1834

UNIVERSITY COUNCIL

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[1] Died May 19, 1949.

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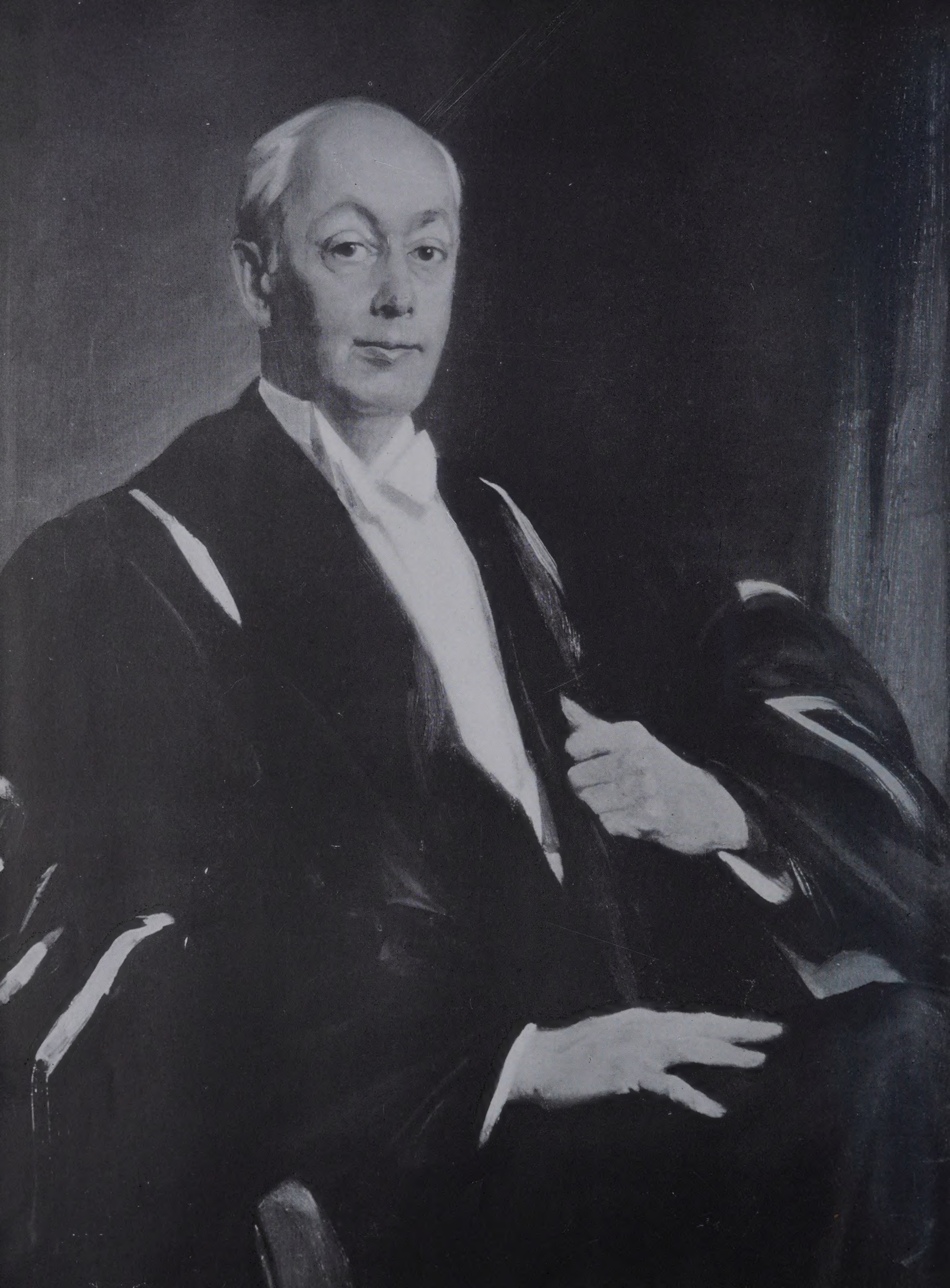


CHANCELLOR HARRY WOODBURN CHASE

HARRY WOODBURN CHASE, eighth Chancellor of New York University, was inaugurated as successor to the late Chancellor Elmer Ellsworth Brown in June, 1933.

Chancellor Chase's position can be compared to that of a president of a large corporation. Like a corporation president, the Chancellor of New York University must concern himself with the problems of efficient business management, maintenance of standards, fund raising and plant expansion.

That the University has grown in strength and equipment, in quality of personnel, in intelligent service, and in the integration of its whole program, has been due in large measure to the Chancellor's far-sighted and progressive administration.

One of the accomplishments of this administration has been the NYU-Bellevue Medical Center—which serves the dual purpose of providing inexpensive medical treatment to needy families, and of providing a new source of medical research to NYU medical students.

Another project in line with the Chancellor's policy of improving educational facilities at the University is the new law school, for which plans have already been drawn and property purchased.

An alumnus of Dartmouth College, and the holder of a Ph.D. from Clark University, Chancellor Chase has received honorary doctorates from eight colleges and universities. Under his guidance, New York University has made a significant contribution to the educational growth and well-being of city, state and nation.

Dr. Chase, working at his desk, in the tenth floor office of the Chancellor in the Main Building

DEAN G. ROWLAND COLLINS

G. ROWLAND COLLINS was appointed Dean of the School of Commerce in September, 1948, to succeed the late Dean John T. Madden.

Born in Hubbard, Ohio, on August 27, 1894, Dean Collins is the son of an Episcopalian minister. He received his preliminary education at Letoona, Ohio, and entered Macalester College, St. Paul, Minnesota, where he received his B.A. in English in 1916. At Harvard, in 1920, he was awarded his M.A. in Economics, and in 1922, his M.B.A. at New York University.

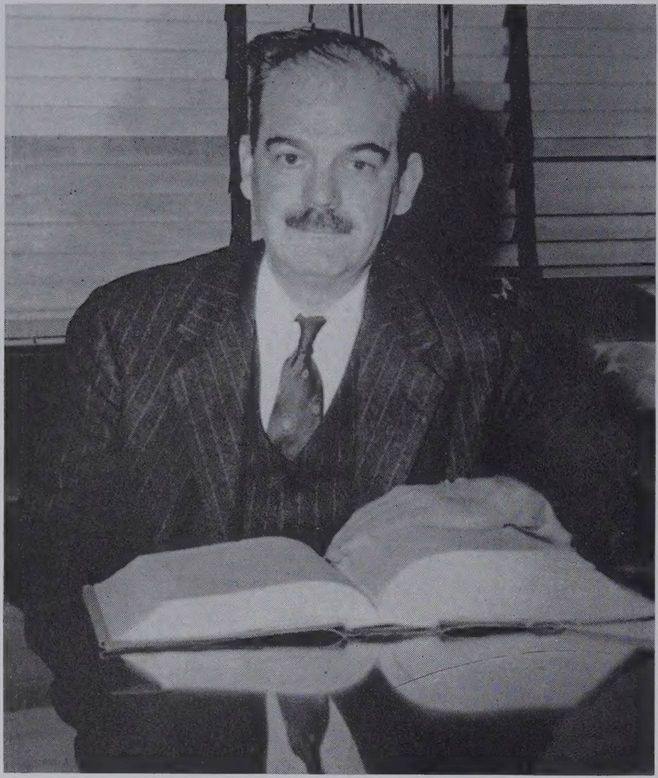
Having been appointed an instructor in the Department of English at the School of Commerce in 1920, he advanced rapidly until he became Assistant Dean of Commerce in 1927. Three years later he was appointed Associate Dean, and finally Dean of the Graduate School in 1944, a post which he holds concurrently with the office of Dean of the School of Commerce.

Dean Collins has written many books in the field of education, including *Business Argumentation,* 1923; *Platform Speaking,* 1923; *The Organization of the Sales Department,* 1924, and *Persuasion and Debate,* in 1927.

He is a member of Phi Beta Kappa, Beta Gamma Sigma, Alpha Delta Sigma, Phi Kappa Delta and Alpha Kappa Psi.

Like many busy men, Dean Collins has little free time for recreational pursuits. When he finds an opportunity to get away from his manifold duties, however, he likes to relax at his beautiful home at Shawnee-on-the-Delaware, Pennsylvania.

Dean Collins, pipe in one hand and pen in the other, directs activities of Commerce from his third-floor headquarters in the Commerce Building



ASSOCIATE DEAN EDWARD J. KILDUFF

Associate Dean Edward J. Kilduff was born in Waterbury, Connecticut; received his B.A. at Yale in 1912, and his M.A. at New York U. in 1915; member of Phi Beta Kappa, Beta Gamma Sigma and Alpha Kappa Psi; past president of the American Business Writing Association.

ASSISTANT DEAN HERBERT M. SCHIFFER

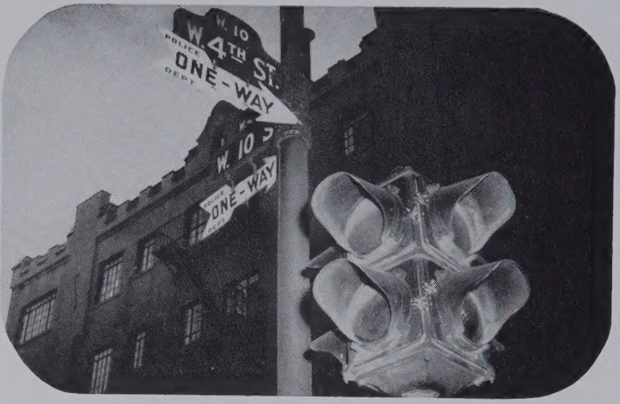
Assistant Dean Herbert M. Schiffer was born in New York City; received his B.C.S. and his M.B.A. at New York U.; appointed Assistant Dean in 1937; served with U. S. Navy as Lieutenant (j.g.) in World War I.; member of Alpha Kappa Psi, Theta Nu Epsilon, Alpha Phi Sigma, Sphinx; Arch and Square and Beta Gamma Sigma.

ASSISTANT DEAN JOHN H. PRIME

Assistant Dean John H. Prime is a native New Yorker; received his Ph.D. at New York U.; appointed Assistant Dean in 1948; author of *Investment Analysis* and *Analysis of Industrial Securities;* member of Alpha Kappa Psi, Beta Kappa Tau, Beta Gamma Sigma, Alpha Phi Sigma and Arch and Square.

ASSISTANT DEAN ROBERT B. JENKINS

Assistant Dean Robert B. Jenkins was born in New Jersey; received his B.C.S. and M.C.S. at New York U.; advisor to Night Student Activities; faculty advisor to Mu Kappa Tau, the honorary marketing society for women; member of Alpha Phi Sigma, Alpha Delta Sigma, Beta Gamma Sigma and Arch and Square.


W. 10
W. 4TH ST.
POLICE DEPT
ONE-WAY
W. 10
ONE-WAY

"A Time t

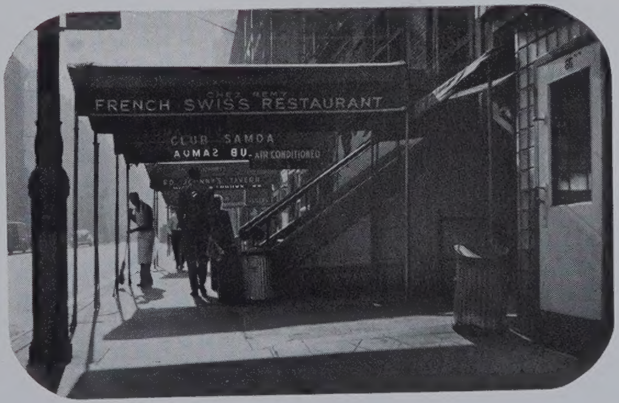
No ivy on our campus, no gothic towers or shaded walks . . . only the unceasing clamor of city streets and the crowded sparse oasis of trees and benches that is Washington Square

CAMPU

Remember"

S LIFE

Park and the meandering lanes of Greenwich Village. Yet, N. Y. U.'s cobblestoned campus still achieves some of the atmosphere of a college community in the midst of the city.


CHEZ REMY
FRENCH SWISS RESTAURANT
CLUB SAMOA
AIR CONDITIONED

Autumn twilight and glimmering streetlamps accentuate the grandeur of the Arch

TO speak of the history of a university campus is to talk of the past of the institution itself. Only in a few cases is the history of the campus distinct from the origin of a university. The history of Greenwich Village, our "campus," is one such instance. Not only does it have a past of its own, but its history is closely associated with the development of this city as the center of art, music, and literature.

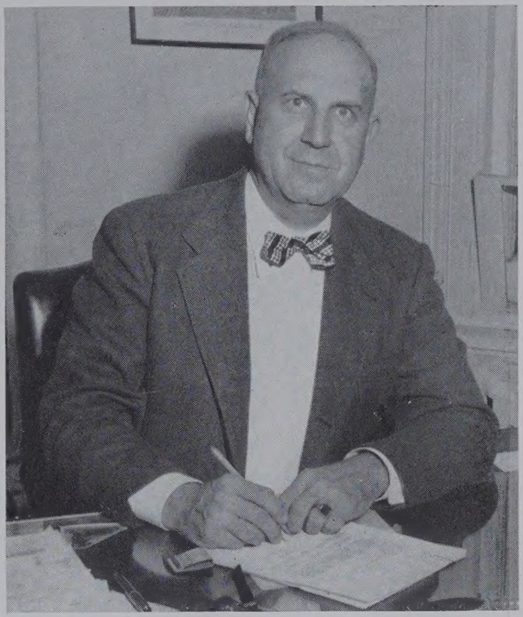
The roots of Greenwich Village are deep; for when the United States was young, the Village was old. The small, bucolic area lying a few miles to the north of New York City had been established by the Dutch in 1633 and taken over in 1740 by Sir Peter Warren, an English sea captain. According to legend, it was Sir Peter who named the area Greenwich after his beloved Greenwich, England. History, with no time for sentiment states that the name Greenwich is the English spelling of a Dutch name.

Sir Peter's estate soon ceased to be the only large one in Greenwich as other wealthy New Yorkers moved out to the country surrounding the city. Perhaps one of the most impressive mansions built at this time, and surely the most historic, was Richmond Hill.

The house stood on a bluff that overlooked Minetta Brook, close to where it flowed into the Hudson River. The hill, the brook, and the house are long since gone; and the spot is now the corner of Varick and Charlton Streets. But the names of those who dwelled in Richmond Hill still live in the history books of our nation. It was to this pillared mansion that Washington came in 1776 to set up his headquarters for the Battle of Long Island. In the small, richly furnished rooms, Washington and his aides planned the strategy which they hoped would enable the army to take New York from the British. However, it was from these rooms that Washington and his staff fled as the campaign ended in a fiasco for the colonial forces.

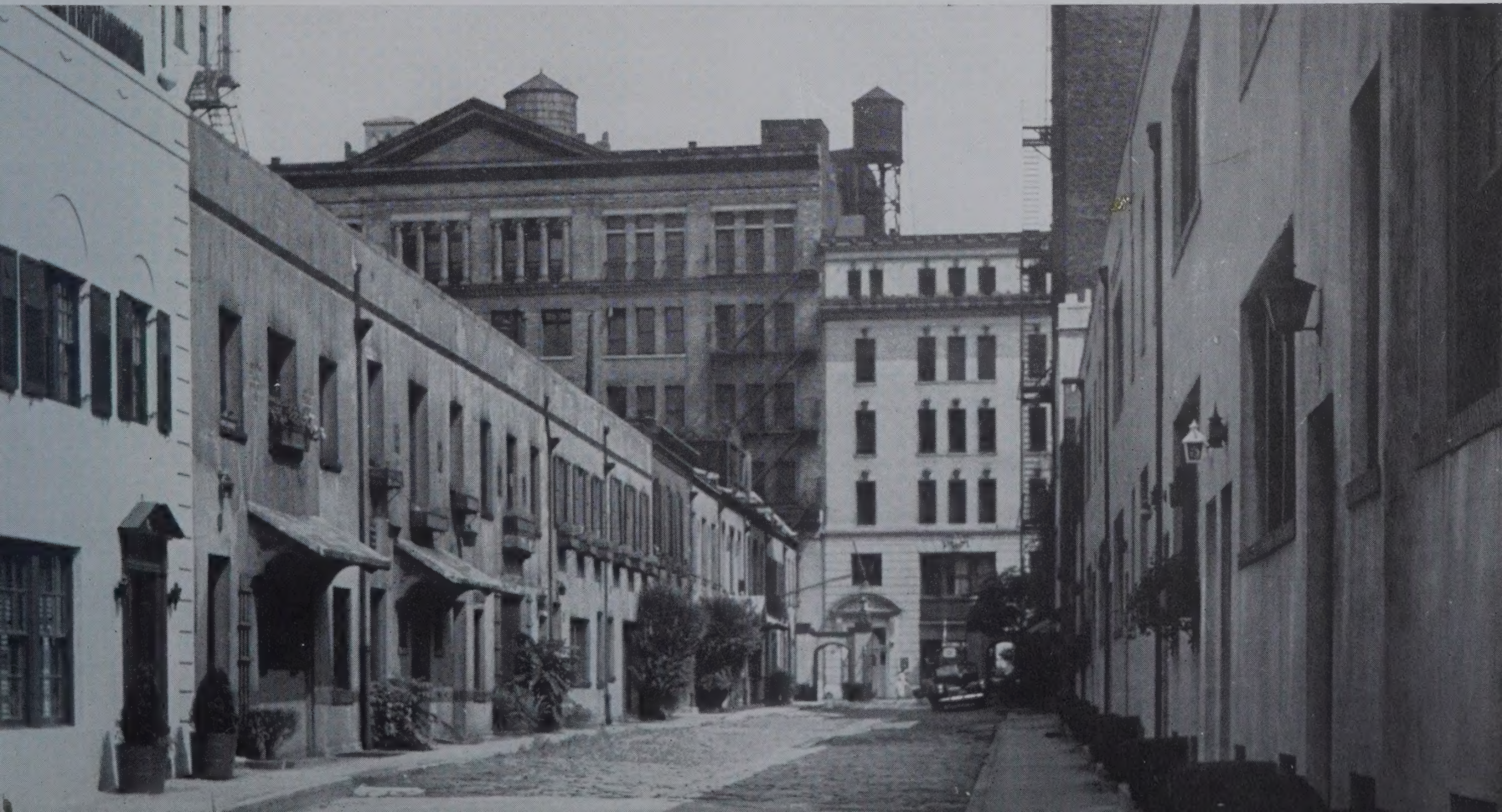
But the disgrace of that defeat was to be avenged. The house on Richmond Hill was yet to share in the final victory, for in 1789 John Adams went from his inauguration as vice-president of the United States to the house he had but recently purchased—Richmond Hill. And to the house from which he had fled in defeat, Washington returned as a guest—and as president of the United States.

History had not had its full play with this house, however. There was still one more drama to be enacted within its walls, one more person to dwell within it and see his fortunes rise—and then crash. In 1789, Aaron Burr moved into the house he had admired since the days of the Revolution, when he was Washington's lieutenant. He furnished the building with art objects prized throughout the world and, being a widower, installed his beautiful daughter, Theodosia, as hostess. Among the hundreds that Burr and his daughter entertained



Director of Admissions—Professor Wilbur J. McKee, also Secretary of the Faculty of the School of Commerce: Born 1898; B.A., Ursinus College, 1918; M.A., University of Pennsylvania, 1921.

Washington Mews—a private street, but short-cut for New York U. students in a hurry to get from University Place to Fifth Avenue, or vice versa



Accounting Department Chairman—Professor Arthur H. Rosenkampff: Born 1884 in New York City; B.S., School of Commerce, 1910; author of *Bookkeeping Theory and Practice* and *Bookkeeping Principles and Practice.*

were Talleyrand and Louis Phillipe, the last Bourbon king of France.

Burr, in his heavily paneled study, dreamed of becoming president of the United States. In 1800 he tried to realize his dreams, but was thwarted by Alexander Hamilton. The electoral vote found Burr tied with Jefferson for the presidency. It was then up to the House of Representatives to decide the election. Hamilton, who disliked Burr even more than he did Jefferson, used all of his influence to persuade the House to elect Jefferson as President. In accordance with the election laws of the time, Burr, with the second highest vote, was elected vice-president.

After completing his term of office, Burr had his revenge. He challenged Hamilton to a duel in Weehawken, New Jersey. There they met with pistols. Both men returned to Greenwich Village —Burr to flee from Richmond Hill and Hamilton to die of his wounds at William Bayard's estate, now 82 Jane Street.

The ambitious Burr never returned to Richmond Hill and his fortunes declined, reaching nadir in 1807 when he was tried for treason. Though he was acquitted, Burr was considered guilty by the public, and he retired to live in obscurity on Staten Island. Richmond Hill was purchased by John Jacob Astor soon after Burr fled from it, and Astor, who was then building his financial empire, constructed a row of brick houses on the site.

The same year in which Burr moved into Richmond Hill, New York took the first step toward incorporating Greenwich Village into the city. The city purchased a plot of land roughly eight acres in size which was to be used for the burial of criminals. The potter's field was not far from the State Prison which stood at the foot of what is now West Tenth Street, and criminals were brought from the prison to the field where they were hanged to the accompaniment of joyous celebrations on the part of the spectators. The hanging of twenty highwaymen simultaneously was considered so great an occasion for celebration that even the Marquis de Lafayette, Washington's advisor, joined the holiday-minded crowds.

In time the field was used to bury paupers and victims of the many plagues that struck New York

"Believe It Or Not"

WAVERLY PL.
WAVERLY PL.
WAVERLY PL.
QUIET
SCHOOL
DRIVE SLOWLY

Bill
Bertolotti
BILL BERTOLOTTI

Scene on way to Eighth Avenue subway, via Third Street

in the last decade of the eighteenth and the opening years of the nineteenth century. In 1822 the worst of these plagues hit New York and drove hundreds of citizens to the tiny village of Greenwich, which always escaped the epidemics of yellow fever and small pox. The financiers from Wall Street set up shop along a narrow country lane, today called Bank Street, to sit out the emergency.

With Greenwich Village now within the city, New York no longer found it expedient to maintain potter's field as a hanging and burial ground. Actually the practice of executing criminals on that spot had long since ceased; and it had been many years since anyone had been buried in the field. In 1823, potter's field was converted to the Washington Military Parade Ground.

Less than ten years passed before Washington Square, as it was popularly called, became the most fashionable address in New York. Some of the oldest families in New York—the Delanos, the Rhinelanders, the Roosevelts; and some of the newer families — the Goulds, the Stewarts, the Wanamakers, moved into the fine red brick houses which still line the north side of the Square from Fifth Avenue east to University Place. The master plan for the Row was conceived by John Johnston, who built the first house (No. 7) in 1831, one year after he had aided in the founding of New York University.

Some twenty years before Washington Square began its social career, death came to an old man living in a small house a little to the southwest of the Square on what is now Bleecker Street. Thomas Paine, the man who, with his *Common Sense,* had stirred the American colonists to arms against the British met death attended only by a young friend — Robert Fulton, inventor of the steamboat. The site of that little house is occupied by a restaurant called "Marie's Crisis," thus commemorating Paine's famous pamphlet, *The Crisis.*

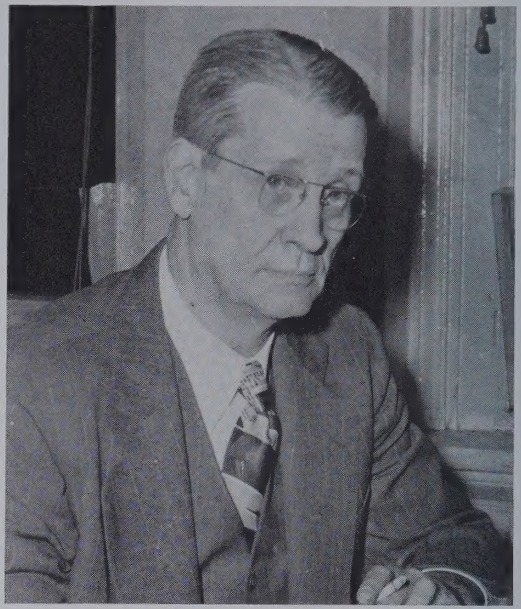
In a modest home on what is now the corner of Prince and Crosby Streets, former president of the United States James Monroe died on July 4, 1831.

Business English Department Chairman—Professor A. Earl Manville: born 1897; B.C.S., New York University, 1919; M.C.S., N. Y. U. Graduate School of Business Administration, 1932; co-author of *Advanced Business Correspondence.*

In 1832, a year after Monroe's death, an important tenant, the University of the City of New York, which became New York University in 1896, acquired land on Washington Square; but the story of this landlord, who was to affect so greatly the life of Washington Square, goes back to 1830. In the Common Council Chamber of New York City Hall a group of distinguished men gathered to consider plans for establishing a university which would "elevate the standard of learning", and which would "embrace . . . those branches of education" not then included in the curricula of American universities. The other aim of the convention was to found a university which would render knowledge "more accessible to the community at large".

The latter intention of this group, that of making knowledge "more accessible to the community at large" was considered by the citizens of New York as nothing short of revolutionary. In answer to the charges of the astounded New Yorkers, the convention issued a pamphlet in which it asserted that a higher education in that day was open only to those of the privileged class; that a university was needed which would be open to persons "designed to be merchants, mechanics, farmers, manufacturers, architects, civil engineers; and that such "popular instruction" could best be given not in secluded ivy-covered halls but in the heart of the city.

Scoopy Mewses, the office cat, is a staff member of "The Villager," gossipy weekly newspaper



Banking and Finance Department Chairman—Professor Major B. Foster: Born 1892; B.A. and M.A., Carson Newman College, 1910; president of Alexander Hamilton Institute; author of *Banking* and *Money and Banking.*

In July, 1830, six months after the appeal had been made for funds it was announced that "more than one hundred thousand dollars had been subscribed or secured to the objects of the Institution". On October 13 of that same year, the first Council of the University of the City of New York was elected; and a few days later Albert Gallatin, Thomas Jefferson's secretary of the treasury, was elected chairman.

A faculty for the University was gathered at once and 108 students matriculated in October, 1832. Classes were held and continued to meet until 1835 in Clinton Hall at the corner of Beekman and Nassau Streets. On October 27, 1832, however, the University purchased the land opposite the northeast corner of Washington Square for the sum of forty thousand dollars. Construction on the building began in 1833 and classes were held there for the first time in 1835, although the dedication did not take place until 1837.

The Gothic building was four stories high with crenelated towers. It contained fifty-nine rooms, exclusive of two chapels. The great chapel was modeled after King's College Chapel, in Cambridge, England, and was described as "in the pointed style of the Tudor age, furnishing, probably, the only specimen, of a fine Gothic interior in the country."

New York University did not attract as large a student body as had been hoped for and consequently a part of the Gothic building on the Square was empty. This resulted in a fortunate occurrence. The young University could not maintain itself on the fees of its small student body, so it decided to rent out the tower rooms. Two professors serving on the faculty took advantage of the offer and rented workshops in the building where they could carry on avocational experiments. The first of these was a noted painter, who had been appointed as the professor of literature of the arts of design, named Samuel F. B. Morse. During his off-hours he labored in his workshop trying to make his belief that "intelligence (might) be transmitted instantaneously by electricity," a reality. He experimented for five years in trying to develop his principle, and in 1837 revealed the telegraph to a fellow faculty member. On January 24, 1838, Morse held a public test in the University and sent the following message: "Attention, the universe! By kingdoms, right wheel!" Two years later, one of Morse's colleagues, Professor John W. Draper, put to practical use the theories of Daguerre, and on the roof of the University took the first photograph of the human face by sunlight.

And so it was that the tone of advancement in science, in art, in music, in literature, in drama, in sociology and in education, which has remained with the area, was given to Greenwich Village shortly after it became a part of New York City. It was into this fledgling air of intellectualism that one of America's most famous intellectuals was

ARTHUR'S
Arthur's
Marie's Crisis Cafe
MARIE S CRISIS CAFE
CAFE
59

This restaurant is on the site where Thomas Paine once lived. Its name commemorates his stirring pamphlet, "Crisis"

Economics Department Chairman—Professor Walter E. Spahr: Born 1891; M.A., University of Wisconsin, 1917; Ph.D., Columbia University, 1925; co-author of *Economic Principles and Problems* and *Clearing and Collection of Checks.*

"Twin Peaks," the Dutch-style house on the left, was built as a hotel for Village artists and writers. The adjoining two-story house is the Village's "House without a door"

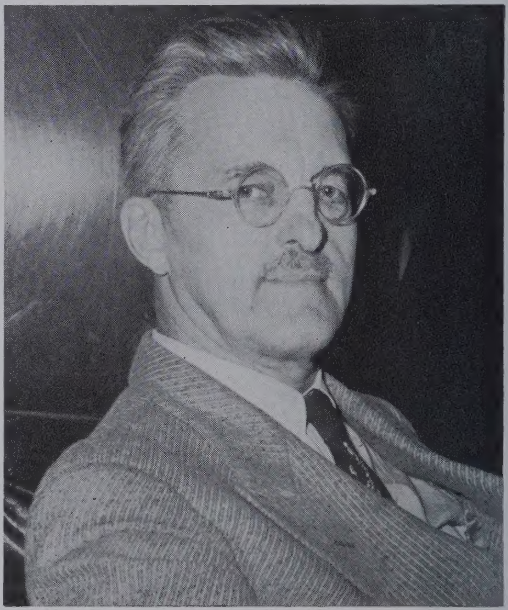
born. Henry James was born in 1843 at 5 Washington Place, one block east of New York University. After the family returned from a trip to Europe they lived at No. 11 Fifth Avenue and then moved to a mansion at 57 West 14th Street. The elder son, William, spent most of his life at Harvard, while Henry lived and died in England. Henry, however, did make one visit to the United States at which time he wrote one of his finest novels, *Washington Square.*

Greenwich Village served as a home of another great American author-poet who never knew the life of wealth and ease that was Henry James'. In 1837 Edgar Allen Poe came to Greenwich Village with his child-bride and moved into a boarding house at 137 Waverly Place. The Poe family lived there for a few months, then moved to 113½ Carmine Street.

Later, while living at 15 West Third Street, Poe put the finishing touches to his masterpiece *The Raven.* But the publication of this outstanding work did not come for some years and by that time, 1845, Poe had moved to 85 West Third Street. That building still stands and is occupied by Bill Bertolotti's restaurant.

Another noted American writer lived in the Village. Walt Whitman was for a time the University's tenant before he gained nationwide attention as the editor of the *Brooklyn Eagle* and as America's foremost poet. Today a bronze bust of him stands in New York University's Hall of Fame.

In 1846 New York University acquired an important neighbor in the person of Cornelius Vanderbilt. The fabulous financier who could buy and sell steamship companies and railroads, the tough, uncouth man who had carved a fortune for himself was unable to get one thing he wanted—immediate acceptance into New York society. And so he was determined to force the social set to accept him. At Washington Place and the Square he built the most elaborate town house in New York and surrounded it with incomparable formal gardens. Vanderbilt's wife, however, refused to join him in his attempt to force an entrance into



Journalism Department Chairman—Professor Gregory Mason: Born 1889; B.A., Williams College, 1911; Ph.D., University of Southern California, 1938; author of *Columbus Came Late* and *September Remember.*

society; and consequently, Vanderbilt had the woman thrown into an insane asylum until she changed her mind. In the end, of course, Vanderbilt was accepted by the elite of New York society and his new neighbors called him "Commodore."

The Vanderbilts had been safely established in New York society for some forty-odd years when the eyes of the nation were turned to New York, or more exactly, to Washington Square. The year was 1889, the first Centennial of Washington's inauguration as the first president. In commemoration of the event, the City of New York erected a temporary arch at the foot of Fifth Avenue in Washington Square. William Rhinelander Stewart, scion of two of the Square's most distinguished families, then began to campaign to have a permanent arch erected in honor of Washington. His efforts were successful, and three years later, with President Benjamin Harrison in attendance, the present Washington Arch was unveiled.

The arch itself was designed by the most brilliant architect of the day, whose career later came to a sudden and melodramatic end. Stanford White, whose work was well known all over the country, was chosen by Stewart to design the arch. One night about a decade later, White dined at the Lafayette Hotel on University Place and Ninth Street; then went to the roof-top supper club of his famous creation—the old Madison Square Garden at Twenty-third Street and Fifth Avenue. There Stanford White was killed by Harry Thaw in a dispute over the reigning beauty of the day, Evelyn Nesbitt.

General Courses Department Chairman—Professor Clarence C Clark: Born 1901; M.S., University of Chicago, 1924; Ph.D., New York University, 1932; author of *This Living World* and *Outlines of Science.*

The last two gas lamps in New York City burn here day and night, illuminating secluded MacDougal Alley in the shadow of a 20th century skyscraper

Mark Twain, returning from difficult years in Europe, set up residence at 14 West Tenth Street. When his wife died, Twain moved to No. 21 Fifth Avenue, and there spent the rest of his days.

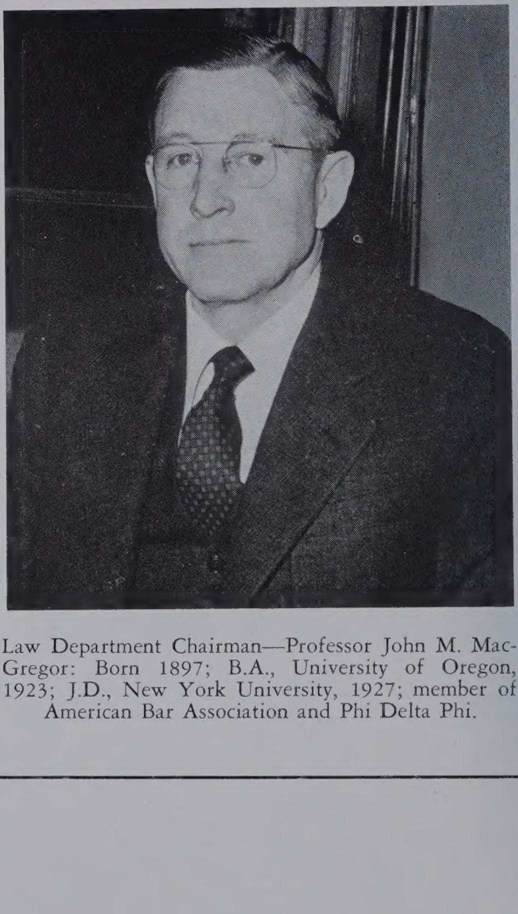
Ten years before Mark Twain came to the Village, it seemed for a while that New York University might be leaving it. In 1894 New York University occupied a site it had been acquiring for two years. This land, now known as University Heights in the Bronx, was thought by Chan-

Not Paris, but the spring-time display of paintings on the south side of the Square

cellor Henry M. McCracken to be a better spot than the Square for the University College and the College of Engineering. It was his plan to transport the Gothic building brick by brick from Washington Square to the Bronx. Later, it was decided that the plan would be too costly; and so on Founders' Day, April, 1894, the migration to the Heights was led by a tallyho carrying stones from the old Gothic building to be used as the cornerstone of the new quadrangle.

New ideas in literature, poetry, and drama appeared on the American horizon. There was no organized movement. The writers, poets, playwrights of America did not band together and descend upon Greenwich Village like the locusts. But eventually the most important names among America's literati found themselves living in the village, perhaps because rents were low.

No one spot attracted young artists as did a rooming house run in the first decades of this country by Mme. Marie Branchard. The house formerly stood at 61 Washington Square South and has since been torn down and the land acquired by New York University. Stephen Crane, one of America's first novelists of the realistic school, lived at this boarding house while he worked on



Law Department Chairman—Professor John M. MacGregor: Born 1897; B.A., University of Oregon, 1923; J.D., New York University, 1927; member of American Bar Association and Phi Delta Phi.

the book which has made him famous—*The Red Badge of Courage.* In 1907, Gelett Burgess—the man who regretted that he had "never seen a purple cow"—lived at Madame Branchard's and wrote the *Burgess Nonsense Book* and *Master of Mysteries.* Burgess also lived for a time at a bachelor's residence now owned by New York University and called The Students Building.

O. Henry and his daughter Margaret lived at the Branchard house and so did Frank Norris, author of *The Pit* and *The Octopus.* In 1915, a discouraged young man came to Mme. Branchard's looking for a room for himself and his brother. The young author was Theodore Dreiser and with him was his brother Paul Dreiser, the composer of many popular tunes, among them *Moonlight on the Wabash.* Another of the boarders was a sensitive poet whose death caused the world to stop and wonder at the mystery of life, for it was Alan Seeger who wrote:

. . . I have a rendezvous with Death
At midnight in some flaming town,
When Spring trips north again this year;
  And I to my pledged word am true,
  I shall not fail that rendezvous.
And I to my pledged word am true,
I shall not fail that rendezvous.

and then was shot and killed at the Front in 1916 while fighting in the French Army.

John Dos Passos wrote his famous *Manhattan Transfer* while living at No. 3 Washington Square North in the "Old Row". Sinclair Lewis, one of those who came to the Village when he was still unknown, lived at 35 West Tenth Street and then moved to Charles Street where he wrote his first published novel, *Our Mr. Wren.* The woman, who was perhaps America's most sensitive writer, lived for ten years at 5 Bank Street. There Willa Cather wrote *One of Ours, A Lost Lady* and *Death Comes for the Archbishop.* When the building in which she lived was condemned by the city to make way for the Independent subway, Willa Cather moved to the Grosvenor Hotel at Fifth Avenue and Tenth

Secretarial Studies Department Chairman—Assistant Professor Kathryn A. Wellbaum: B.S., Indiana University, 1930; M.A., Columbia University, 1941; member of Phi Chi Theta, Eastern Commercial Teachers Association and National Office Management Association.

Minetta Brook, which once flowed through Washington Square, now flows underground and comes to the surface in the lobby of the Holley Hotel on Washington Square West

A lone couple wait for a taxi in front of the Cherry Lane Theater on Commerce Street in the heart of the Village

Street. It was here that she completed *Shadows on the Rock.*

Another of this country's finest woman writers lived farther south on Fifth Avenue. The Hotel Brevoort held for Edith Wharton the old-world charm that attracted Lillian Russel of Diamond Jim Brady fame, King Edward VII (when he was Prince of Wales), Jenny Lind, the Swedish Nightingale, as well as modern poet Vachel Lindsay.

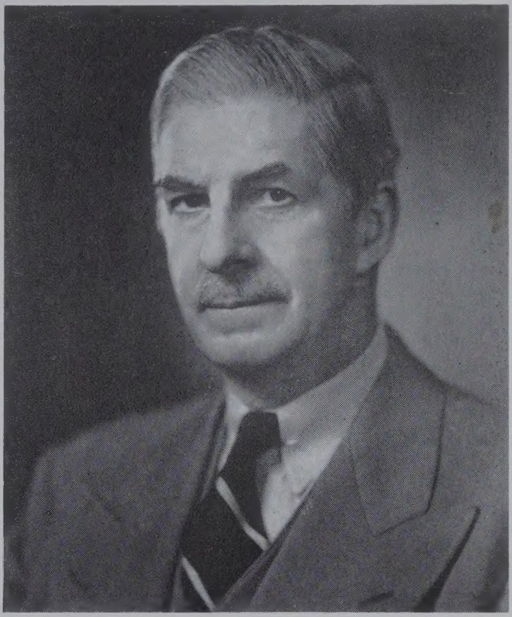
Greenwich Village also served for a time as the home of Thomas Wolfe. According to his letters to his mother, Wolfe lived at the Albert Hotel on University Place, where he wrote of *lost languages* and the *forgotten lane-ends into heaven.* In addition to living in the Village, Wolfe taught English composition to freshmen at Washington Square College, New York University.

One of the first twentieth century poets to make his home in Greenwich Village was Edwin Arlington Robinson. He lived for a time at the Judson Hotel, now a New York University dormitory, on the south side of Washington Square. Robinson at this time was an unknown. It was while living in the Village that the poet worked on the construction of the old Sixth Avenue "El". Later, some of his poetry was sent to Theodore Dreiser by President Theodore Roosevelt's son. "Teddy" was so impressed with the work that he appointed Robinson to a minor post in the U. S. Customs. Robinson's duty consisted of reporting each day and leaving a newspaper on his superior's desk to indicate that he had been in. Thus the poet was able to have the time and the money he needed to turn out his work. It was while living in the building now occupied by the Jumble Shop that Robinson wrote *Tristram* which brought him his third Pulitzer Prize Award for poetry.

The Village also attracted a poetess who came to New York some years after Robinson. Edna St. Vincent Millay, who wrote a poem called *Renaissance* and thus started a renaissance in American poetry, lived at 25 Charlton Street and, after her marriage, at 75½ Bedford Street. The Bedford Street house, only ten feet wide, is known as the narrowest house in New York. When Miss Millay moved into it, she had just received the 1923 Pulitzer Award for poetry.

Hart Crane came to the Village when he was sixteen, fell under the influence of the "renaissance" poets and experienced the pleasure of selling his first poems. He returned to Ohio for a brief period, but came back to the Village and lived on Waverly Place. In 1923 he conceived the idea for his masterpiece *The Bridge* which was published in 1929. Three years later Hart Crane committed suicide.

Not far from Waverly Place is Patchen Place, a tiny angular courtyard lined with ailanthus, "Tree of Heaven" and more famous as the "tree that grows in Brooklyn." On this street lived John Masefield, England's Poet Laureate, while he worked as a porter in a bar on nearby Village Square. One of the present-day residents of this private street is e. e. cummings, whose free forms of verse have confused college juniors for some twenty years.



Marketing Department Chairman—Professor George B. Hotchkiss: B.A., Yale University, 1905; M.A., Yale Graduate School, 1906; member of Alpha Kappa Psi, Beta Gamma Sigma and the American Marketing Association.

Public Utilities and Real Estate Department Chairman—Professor Herbert B. Dorau: B.A., Lawrence College, 1919; M.A., University of Wisconsin, 1920; Ph.D., University of Wisconsin, 1928; member of Phi Beta Kappa.

As the Village attracted revolutionaries in poetry, so it attracted those who sought to advance and develop the American theater at a time when drama in America was at its lowest ebb. In 1915 there stood on Macdougal Street just south of the Square, a stable, a bottling works, the Liberal Club, and Boni's Washington Square Bookshop. The Liberal Club was a meeting place for such intellectual rebels of the day as Louis Untermeyer, Vachel Lindsay, Sherwood Anderson, and Max Eastman. Boni's Bookshop next door was the favorite meeting place of such theatrical folk as Robert Edmond Jones, Helen Westley, Laurence Langner, and Theresa Helburn. They frequently discussed the far-from-happy state of the theatre. Eventually they formed a group, cast a play, and called themselves the Washington Square Players. The group is still in existence, headed by Langner and Helburn, and known as the Theatre Guild.

Meanwhile a group of Villagers were spending their summers in a run-down fishing town on Cape Cod called Provincetown. They banded together under George Cram Cook and his wife, Susan Glaspell, and produced plays on the wharf. When they returned to New York, they rented the old stable on Macdougal Street next to the Liberal Club and remodeled it into the Provincetown Playhouse. To this group came a young man with a trunk full of his plays. Cook read these plays of Eugene O'Neill and knew that he had found the type of thing he had been looking for.

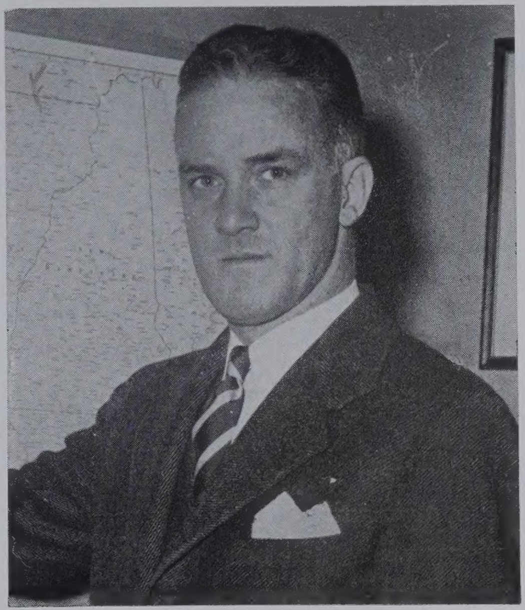
The old Rhinelander mansion, at the corner of Fifth Avenue and Washington Square North. Old slave quarters occupy back yard

Chairman of the Management Department—Professor William B. Cornell: Born 1883; M.E., Cornell University, 1903; author of *Organization and Management* and co-author of *The Development of American Industries.*

Bound East for Cardiff, Ile, The Long Voyage Home, The Hairy Ape, Emperor Jones, Beyond the Horizon—Cook produced them all and established himself, his group and young O'Neill as the leaders of the American theater. Cook lived with his wife on Milligan Place, a short private street off the Avenue of the Americas near Tenth Street. He went on a trip to Greece; and there, in the very shadow of the Temple of Delphi—where Drama had been born, Cook died. His last words were "Milligan Place—I don't know whether we'll ever get back. . . ."

The building on MacDougal Street which today houses the Provincetown Playhouse, an apartment house, and the Salle des Champagnes, occupies the space of the old Provincetown Playhouse, the Liberal Club, and the Boni Washington Square Bookshop.

The traditions of the Provincetown group are still being carried on in the Village. In the summer of 1948, a group called Interplayers took over the Provincetown Playhouse and astounded New York with their productions of avant garde plays. On Bleecker Street, near Thompson, is a tiny one-time movie house which was taken over in 1947 by a group called New Stages, Inc. There they produced Barrie Stavi's *Lamp at Midnight* and established the organization as the country's foremost experimental theatre. Over on Commerce Street in the tiny Cherry Lane Theatre—originally opened by Edna St. Vincent Millay — the New York Repertory Group is holding forth with imaginative productions of Shakespeare.



Dean of the School of Retailing—Dr. Charles M. Edwards; Born 1903; B.S., University of Richmond, 1925; M.S. and Ph.D., N. Y. U. Graduate School of Business Administration, 1930 and 1936.

Named after the Cape Cod resort village, the Provincetown Playhouse has gained fame as one of the most important theaters in American stage history

The PROVINCETOWN

Just as O'Neill gained recognition while living in the Village, so did Tennessee Williams while living here see his poetic and tender *Glass Menagerie* arrive on Broadway. Many theatrical people still live in the Village. Among them are Margaret Webster and her roommate, Eva LaGallienne, on West Tenth Street; Agnes de Mille on East Ninth Street; and Judith Anderson, Guthrie McClintic, Katherine Cornell, and Sylvia Sidney at No. 1 Fifth Avenue.

While the complexion of the Village was changing, New York University was being transformed as well. Four years after the establishment of the school of Commerce in 1900, liberal arts courses were given in the late afternoon or evening at the Washington Square Center. In 1913 this form of instruction was organized into the Washington

Square College of Arts and Sciences and in 1917 the first dean was appointed.

The School of Commerce at this time was under the guidance of its second dean, Joseph French Johnson. Dean Johnson had succeeded Dean Charles Waldo Haskins upon the latter's death in 1903. Under Dean Johnson, the School of Commerce grew rapidly. It was during the administration of Dean Johnson that the School of Commerce developed from an exclusively evening school taught by active businessmen to a college operated on a full-time basis. By 1910 the enrolment had passed the one thousand mark, and in 1925 the registration totaled five thousand. The curriculum, which had been small at the outset, embraced more than two hundred courses, covering every field of business, when Dean Johnson was succeeded by Dean John T. Madden in 1925.

John Madden came to the post of Dean after having served on the faculty of the School of Commerce which he had joined after his graduation from the University. It was under Dean Madden that the School of Commerce reorganized its curriculum to include cultural courses. This move resulted in the establishment of the General Department which includes divisions in literature, psychology, history, art, government, sociology, logic, mathematics, philosophy, public speaking, and science. With the inclusion of these courses in the curriculum, it became possible for the School of Commerce to be the first college of business to offer a Bachelor of Science degree in place of the previous Bachelor of Commercial Science.

Upon the death of Dean Madden in July, 1948, the position of dean was filled by G. Rowland Collins, Dean of the Graduate School of Business Administration. Dean Collins in October of 1948 governed a School of Commerce which had grown from a student body of less than a thousand in 1900 to one of 8,905, and which held classes from

Shoe-shines cost from fifteen cents to a quarter

Evening Student Activities Advisor—Frederic H. Glade: Born 1916; B.S., New York University, 1939; M.B.A., N. Y. U. Graduate School of Business Administration, 1943; member of Alpha Kappa Psi and Alpha Delta Sigma.

Some light study at The Judson

HAYWARD J. HOLBERT

Advisor to Day Student Activities—Associate Professor Hayward J. Holbert: B.S., University of Pennsylvania, 1926; M.B.A., N. Y. U. Graduate School of Business Administration, 1932; Ph.D., N. Y. U. School of Education, 1940.

nine in the morning until ten at night.

The School of Commerce is today one of the vital divisions of New York University which has itself grown from the small university unable to fill all of its Gothic building, to the world's largest institution of higher learning. There are at present fifteen divisions of the University—University College of Arts and Pure Science; Washington Square College of Arts and Sciences; School of Commerce, Accounts, and Finance; College of Dentistry; School of Education; College of Engineering; School of Law; College of Medicine; Bellevue Schools of Nursing; Off-Campus Education Program; School of Retailing; Division of General Education; Graduate School of Business Administration; Graduate School of Arts and Science; and the Graduate Division for Training in Public Service. As of October 15, 1948 the total registration for New York University was 47,647, the highest enrollment of any university in the world.

Advisor to Women—Assistant Professor Mildred E. Marcett: Born in Providence, Rhode Island; Ph.B., Brown University, 1927; M.A., Bryn Mawr College, 1928; Ph.D., New York University, 1938.

Secretary of Student Activities—Mrs. Mildred Kellogg Parker: Born in New York City; attended Erasmus Hall High School; member Eclectic Society; hobbies are decorating, architecture, gardening.

And money flowed reluctantly at the Bursar's

The residents of the Village, however, are not so concerned with the state of the area today, as they are with what it will be tomorrow. In the Village of the future, New York University promises to play an important part. The University's purchase of the square block bounded by Washington Square, Sullivan Street, West Third Street, and MacDougal Street caused the residents of Washington Square to fear that the charm and tradition of the Square would be destroyed. Their fears were further increased in the summer of 1948 when the University acquired the square block bounded by Washington Square, West Broadway, West Third Street and Thompson Street. But it is to be hoped that the misgivings of those who opposed the purchase will in time disappear; for on the first lot, the University will erect a $3,000,000 law school, and, on the latter ground will construct a new arts and science building. Both of these structures will not only add to the beauty of the Square, but will further the traditions that have made the area a center of art and learning.

Those whose sympathies lie with both groups hope that New York University will lend its support to the move on the part of the Villagers to

NEW YORK UNIVERSITY

erect somewhere in the Village a "living art center." This center is envisioned as a monument to the past genius which found inspiration in Greenwich Village. Its function will be to train young writers, painters, composers and musicians to enrich the American culture. A partnership of these groups—the University and the Villagers—would serve to perpetuate a tradition started one hundred and seventeen years ago, when New York University came to Washington Square.

The future may not occasion our return to the Square and the Village. The life we build may take us hundreds, thousands of miles from this area. But some of us will wander at times through the narrow, crooked streets, past the old houses; and we will be reminded of Henry James's description of the Village: "It has a kind of established repose which is not of frequent occurrence in other quarters of the long, shrill city; it has a riper, richer, more honorable look . . . the look of having had something of a history." Whether we return here or not, the nostalgia of our "campus" will always remain with us.

MARTIN POWELL MILLER

There were handles on the doors at the main entrance

"A Time t

The pins, the badges, the scrolls and the banquets are only the visible trappings of honoraries and those elected to them. Less visible and more important are the ideals and devotion to

HONO

Remember"

one's University which led these honored individuals to rise above the crowd in scholastic endeavor and in extra-curricular service to the School of Commerce and fellow students.

ARIES

A new member of the student Hall of Fame, with scroll in hand, gets big handshake. big smile, and congratulations

Dean Collins, as he addressed the twelve new Hall-of-Famers and members of the Day Student Council at annual dinner

STUDENT HALL OF FAME

HALL OF FAME is the highest honor a student can obtain. Each year seniors who have distinguished themselves by participation in extracurricular activities, maintenance of good scholastic average, and loyal service to the school are chosen for this award.

Until a few years ago, students were selected for the Hall of Fame by the vote of the student body, plus the decision of a faculty committee. When it was seen that the faculty and student selections were almost the same, a decision was made so that the faculty in the future would select the students.

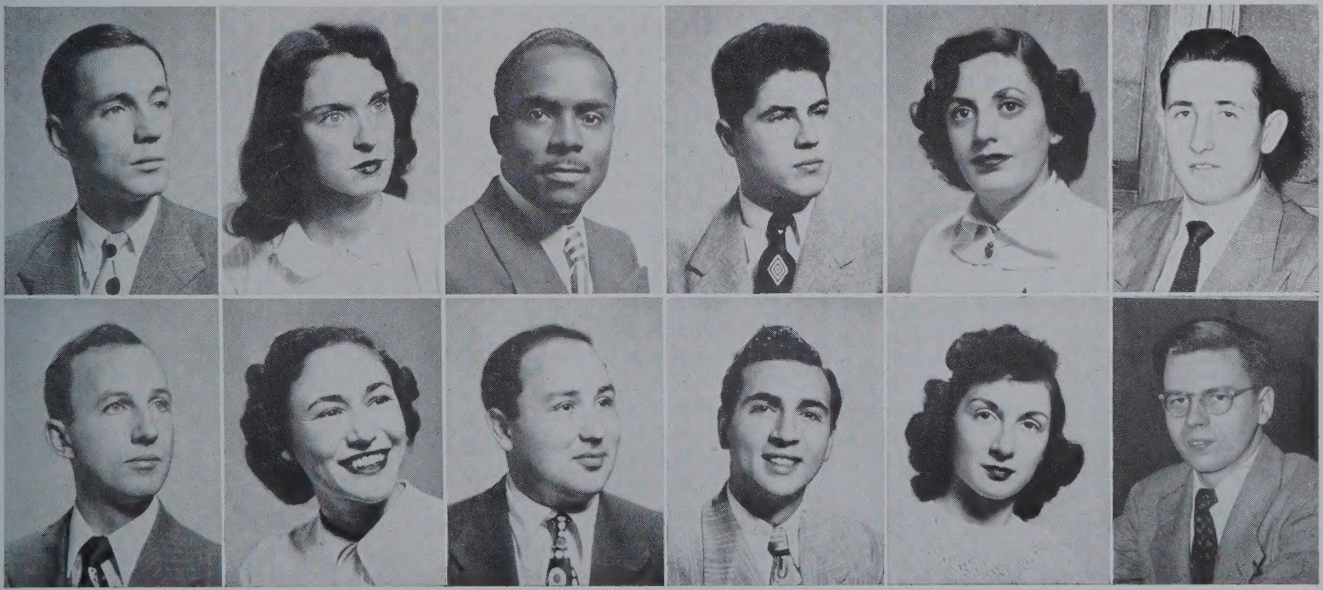
Students chosen this term were listed in the new edition of *Who's Who in Collegiate America.* The faculty committee which made the selections was composed of Dean G. Rowland Collins, Dean Herbert M. Schiffer, Dean John H. Prime, Dean Robert B. Jenkins, Dr. Hayward J. Holbert, Dr. Mildred Marcett and Mr. Frederic H. Glade, Jr.

Eleven of the twelve who were elected to the top extracurricular activity honorary at the School of Commerce

Hall of Fame

Charles Alexander   Gloria Geraghty   Leon Eskridge, Jr.   Paul Lippman   Ruth Levy   Sol Schulman

Gerald Reynolds   Fredericka Barnet   Jack Bernstein   Eugene Okin   Elaine Farer   Thomas Furey



SPHINX

MEMBERS of Sphinx are selected on the basis of exceptional scholastic ability and outstanding service in extracurricular activities. The society seeks to honor those students who have throughout their school career demonstrated a genuine desire to serve the School of Commerce.

Unlike Alpha Phi Sigma, the junior service honorary, Sphinx is co-ed. Twelve seniors, one junior, and one member of the faculty are usually honored by induction into Sphinx. In February, eight students and two faculty members were accepted. The junior selected automatically assumes the presidency of the society for the following year. This year Helen Hans was the honored junior. Professors William Bouck Cornell and Helen Beattie were tapped for their interest and active participation in school activities.

The tapping ceremonies, held in Lassman Hall, plus an induction dinner at the Fifth Avenue Hotel were the annual highlights of the social season.

Students tapped for 1949 were: Leon Eskridge, Elaine Farer, Philip Hirsch, Ruth Levy, Paul Lippman, Eugene Okin, and Sol Schulman.

ARCH AND SQUARE

ARCH AND SQUARE, the Senior Honorary Society, was organized at the School of Commerce in 1917. It honors the men and women who have distinguished themselves in extracurricular activities at New York University. New members are selected by the active members of the society, and the basis for selection is ability, service, and character.

Service takes into consideration all work in the field of extracurricular activities. Ability covers the manner in which the activities were performed, and includes a satisfactory average in studies. Character is judged by the influence of the student upon his classmates and the esteem in which they hold him.

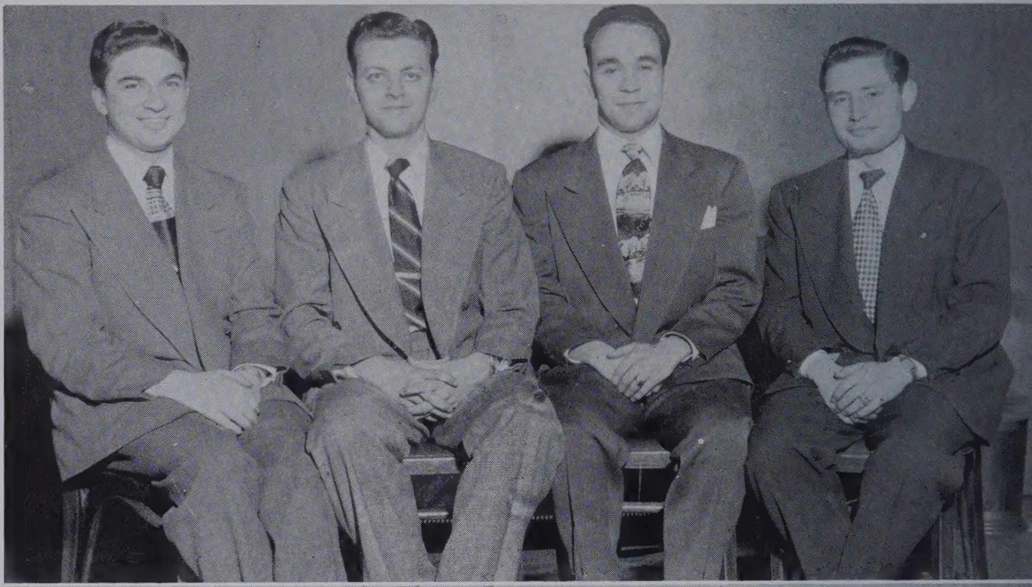
At the annual banquet in the Washington Square Room of the Fifth Avenue Hotel in March, the following candidates were inducted; Gloria Geraghty, Gloria Hirsch, Jack Bernstein, Charles Alexander, Thomas Furey, William Harris, Gerald B. Reynolds.

The members of the alumni and the faculty who were tapped were Mr. Frank Flynn, class of 1915, and Professor Glen Merry of the Marketing Department.

ALPHA PHI SIGMA, the Junior honorary fraternity, was founded at the School of Commerce in 1923. The purpose of this fraternity is to accord recognition to those students who have excelled in extra-curricular activities.

Male Juniors who have demonstrated leadership in these activities, and who have maintained a high scholastic average are eligible for admission. Students are rated on the amount of effort they have rendered in one particular activity, rather than the number of activities they have participated in.

Day Division: Anthony Lorenzo, Ralph Leviton, Donald Jagoda and Phillip Hirsch.



ALPHA
PHI
SIGMA

Evening Division: Fred Schneier, Jack Bernstein, Gerald Feldstein, and Buddy Zeidman.

A maximum of eight juniors are tapped from the Day Division and eight from the Evening Division. Faculty members who have devoted an unusual amount of time to student activities may also be chosen.

At the annual induction ceremonies held last February, the Day Division inducted five students and one faculty member. The students were: Phillip Hirsch, Ralph Leviton, Don Jagoda, Anthony Lorenzo, and Herbert Maltzman. Allan H. Spinner of the Management Department was the faculty member inducted.

SIGMA ETA PHI

OUTSTANDING service, leadership, scholarship, personal qualifications, and achievement in school activities, are among the attainments necessary for membership in Sigma Eta Phi.

A maximum of six girls are chosen each year. Juniors who believe themselves eligible through their years of achievement as lower classmen may apply to Dr. Mildred E. Marcett, adviser. One faculty member is also chosen.

All active members of Sigma Eta Phi consider carefully the application of every potential new member before the vote is taken. Because of the high standards set by the sorority there is no minimum selection. A tapping ceremony for the new entrants is usually held at the school during the spring. Later in the year a dinner is given and the successful applicants receive their pins and certificates.

Sigma Eta Phi is one of the few societies for girls who have shown excellence in extra-curricular activities.

Elected to the day division were Cyrille Epstein, Geraldine Hiller, Ruth Levy, Fredericka Barnet and Helen Hans. Ilse Traub was tapped by the evening division.

Ilse Traub

THE George Burton Hotchkiss Chapter of Alpha Delta Sigma, the professional honorary advertising fraternity, was organized at Commerce in March 1933.

New members are required to have a high scholastic standing, 14 points or more in Marketing with a B average and an active interest in the organization's ideals.

In addition to twelve students selected each year, from two to four prominent advertising men are initiated.

ALPHA DELTA SIGMA

ETA MU PI

STARTED in 1939, Beta Chapter of Eta Mu Pi is the undergraduate division of the honorary retailing society of New York University.

Eligibility is limited to retailing majors who have completed fourteen points of work in the School of Retailing with a minimum of 2.4 honor credits per point plus fifty points of other work.

The executive committee invites new applicants for membership once each year.

PSI CHI OMEGA, the honorary psychology, was founded over a decade ago. Membership is open to students who have completed 4 points in psychology with 10 honor credits; or who have completed 6 points of work in psychology, and have 12 honor credits plus an average of 80% in other subjects.

This term the honorary group studied such topics as marital relationships, vocational guidance and psychology in business.

Accepted for membership this year were:

PSI CHI OMEGA

MANAGEMENT HONORARY SOCIETY

FIELD trips to business areas, talks by experts in the management field and increased skill through student contacts are the benefits to be derived from membership in the Management Honarary Society. Students of the Management Club must have a B average in management courses and are elected to membership by the executive committee of the club. Professor Frank A. DePhillips is instrumental in aiding the society to accomplish its goal.

PHI ALPHA KAPPA

FOUNDED six years ago, Phi Alpha Kappa aims to provide an association for college students interested in banking and finance.

A maximum of six seniors, two juniors and three graduate students may be tapped. In addition, one faculty member may be chosen. Juniors are required to have a high "B" average in six points of advanced credit in Banking and Finance, seniors a high "B" average in ten points of advanced credit.

BETA GAMMA SIGMA

BETA GAMMA SIGMA is to Commerce what Phi Beta Kappa is to liberal arts colleges. Students and graduates who are outstanding in scholarship and accomplishment in the field of business studies are rewarded with election to Beta Gamma Sigma.

In addition to encouraging scholarship, the fraternity promotes the advancement of education in the science of business practice and fosters the principles of honesty and integrity in business.

Upper juniors, male and female, who have a scholastic average of at least five honor credits and rank in the upper two percent of their class are eligible for membership in Beta Gamma Sigma. Seniors may be elected to the honorary if they have maintained a 4.5 average in their four years at Commerce. All applicants for membership must be candidates for degrees and may have no failure or incomplete marks on their records.

This year, at the annual tapping ceremonies held in Morris Hall, forty-two new members were inducted. They were presented gold keys and certificates by Professor Rod W. Horton, the fraternity's faculty adviser. After the ceremonies, August Maffry, vice-president of the Irving Trust Co., addressed the group on "the Economic Cooperation Administration."

"A Time t

Important as are classes and studies, the fun, work and relaxation of before and after "school" enrich college life and often leave a heritage of friendship, achievement and mem-

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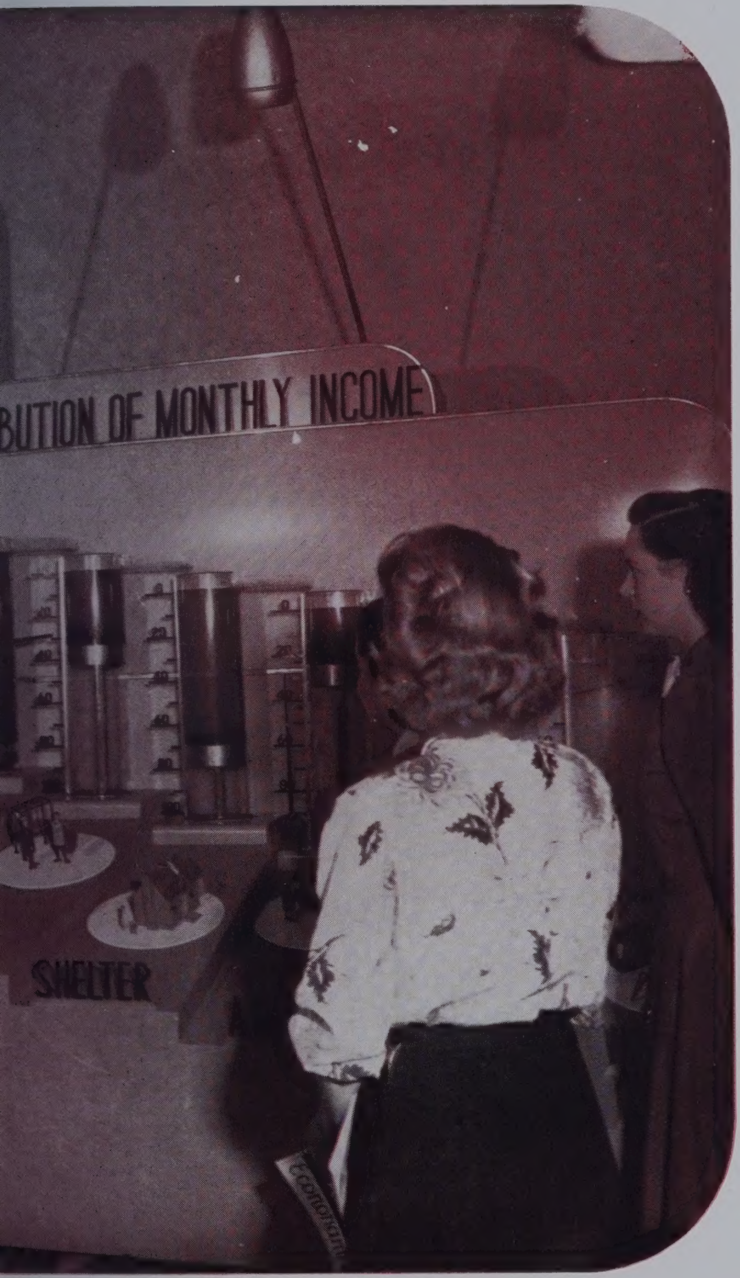

BUTION OF MONTHLY INCOME
SHELTER

ITIES

ories never equalled anywhere. Clubs, newspapers, magazines, are where future writers, executives, planners and just plain breadwinners learn how to work with and for others.

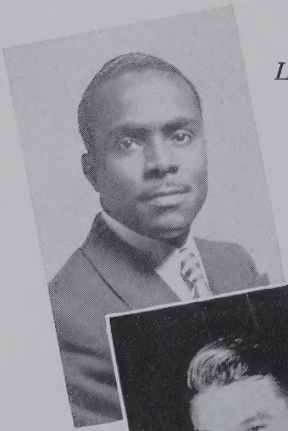
STUDENT COUNCIL

LEON ESKRIDGE, president of the Student Council, set the goal for the 1948-49 Council when he said, "We will attempt to unite and promote better understanding through our legislative and social programs."

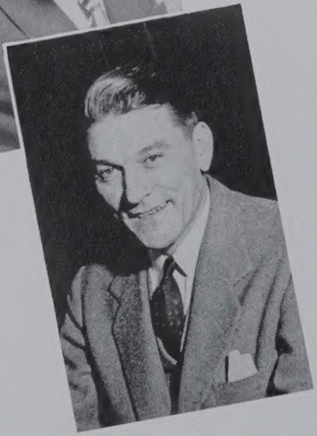
With this creed in mind, the Council tried to solve equitably the many perplexing problems that confronted it. One of the outstanding accomplishments of the Council was its active sponsorship of improvements in the Bookstore and Commons. The Council helped to launch fund raising campaigns for the N. Y. U.-Bellevue Medical Center, the World Student Service Fund and the National Heart Association. Council support of the Amherst Chapter of Phi Kappa Psi, which lost its national charter recognition when it inducted a negro, brought notable attention.

The Council also sponsored and distributed a questionnaire designed to poll the student body on controversial questions.

On the social agenda, the Council revived the annual Christmas Party in Lassman Hall, providing refreshments, music and entertainment. The Frosh-Soph Hop, the Junior Prom and Senior Ball were also sponsored by the Council.



Leon A. Eskridge, Jr.



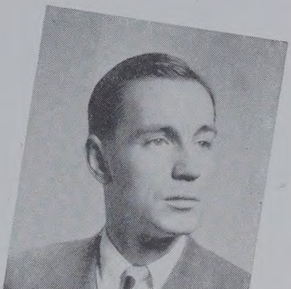
Dr. Hayward J. Holbert

EVENING STUDENT COUNCIL

IT has always been a difficult problem to stimulate extra-curricular interests among the evening students. Therefore, it is noteworthy that, despite the handicaps confronting each new Evening Student Council group, progress was made toward that end.

The year just concluded was successful largely because of the effort put forth by Council President Charles Alexander, and to the Social Chairman, Jack Lunden. Social Chairman Lunden, with the cooperation of the balance of the Evening Student Council, composed of the Class Presidents and Treasurers, the Night Editor of the *Commerce Bulletin,* and the President of the Evening LOW, sponsored many successful social events. The calendar of events included a Fall Frolic, the evening student Christmas Party, the annual Stag Smoker at the Nikolaus Restaurant, a Spring Festival Dance, a day-evening Freshman Boatride and a May Hop.

At the start of the school year, Professor Robert B. Jenkins was elevated to the rank of Assistant Dean and Mr. Frederic H. Glade was appointed to fill Dean Jenkins' place as Counselor to Evening Student Organizations.



Charles Alexander

Frederic H. Glade

Through this door lies the key to a happy scholastic career

Professors Dale Houghton and Lloyd E. Dewey, faculty advisors.

1949

COMMERCE

VIOLET

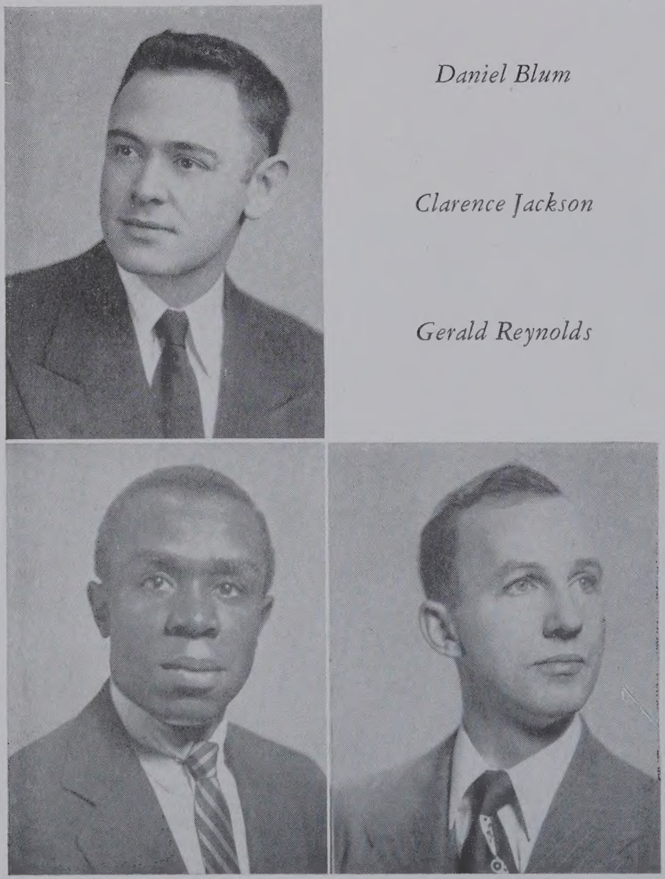
IT was hard, but it was fun.

There were heartaches and headaches, problems and arguments, fights and worries, complaints and threats. But the staff of the *'49 Violet* persevered, overcame the obstacles, hurled aside the threats from faculty and students, and had a wonderful time turning out the book you are now reading.

The *Violet* didn't just happen, as many people are wont to think. It wasn't like Athena who sprang, full-born, from the brow of Zeus. The *Violet* was a human endeavor, and as such, took a lot of time, effort, and trouble before it was completed. The story of this particular issue started in May, 1948, when Dan Blum and Clarence Jackson were appointed as editors at the annual dinner given in honor of the *Violet's* staff. After that, the work and the play which went into this edition began.

During the summer the initial job of deciding upon a theme for the book and laying out the pages occupied the minds of the newly-picked staff members. Meeting after meeting was held, and all the various editors got in their "two cents worth," in the typical college bull-session.

That anything was accomplished at these staff meetings is a tribute to those whose voices were the loudest and whose determination was unconquerable. Amid constant and unending chatter and ceaseless arguments, some pertinent ideas



Daniel Blum

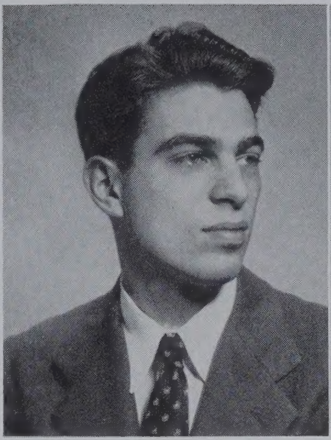
Clarence Jackson

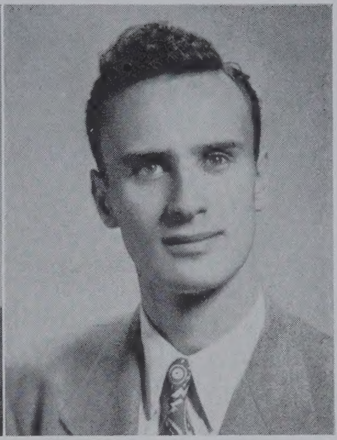
Gerald Reynolds

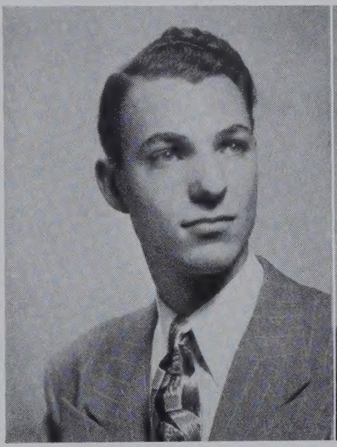
emerged—one being the theme for the yearbook: A Time to Remember. As to who shall be credited with this inspired bit of thinking, the world will never know, for no one on the staff knew from whose lips the phrase rolled. Once the theme had been finally decided upon, the editors started to plan the lay-out, with the assistance of Bob Kelly, alumnus, editor of the *'29 Violet,* and now head of the publishing firm which does all the production work on the yearbook. What picture on what page, which story where, how much space for this section, and how big should the senior pictures be were some of the questions that had to be answered in the first stages of planning. More thinking, more quarrels, more compromises, and more pencil sketches by Bob Kelly resulted in the original lay-out which was the starting point for the actual writing of the stories and the taking of photographs.

While the editorial side of the staff was progressing slowly, passing out assignments and figuring out how many words were needed to fill so many square inches of space on a page, the advertising and circulation staffs started their mental toils. Getting the students to buy the yearbook was the job of the advertising staff; handling the details of the sales was the task of the circulation staff. Neither job was easy.

Inspiration came to some anonymous person on the advertising staff when he thought of the sales


Allan Theodore

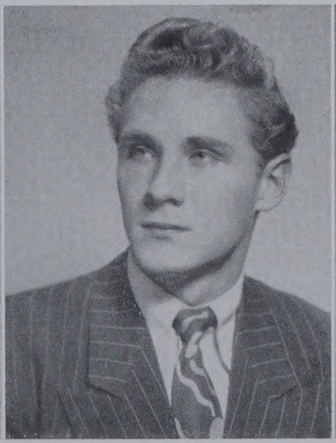

Robert Wells


Herbert Roher

Sanford Oppenheimer

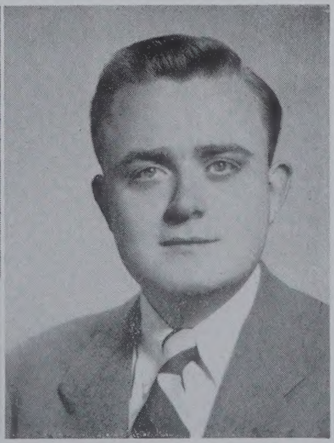
Ruth Levy

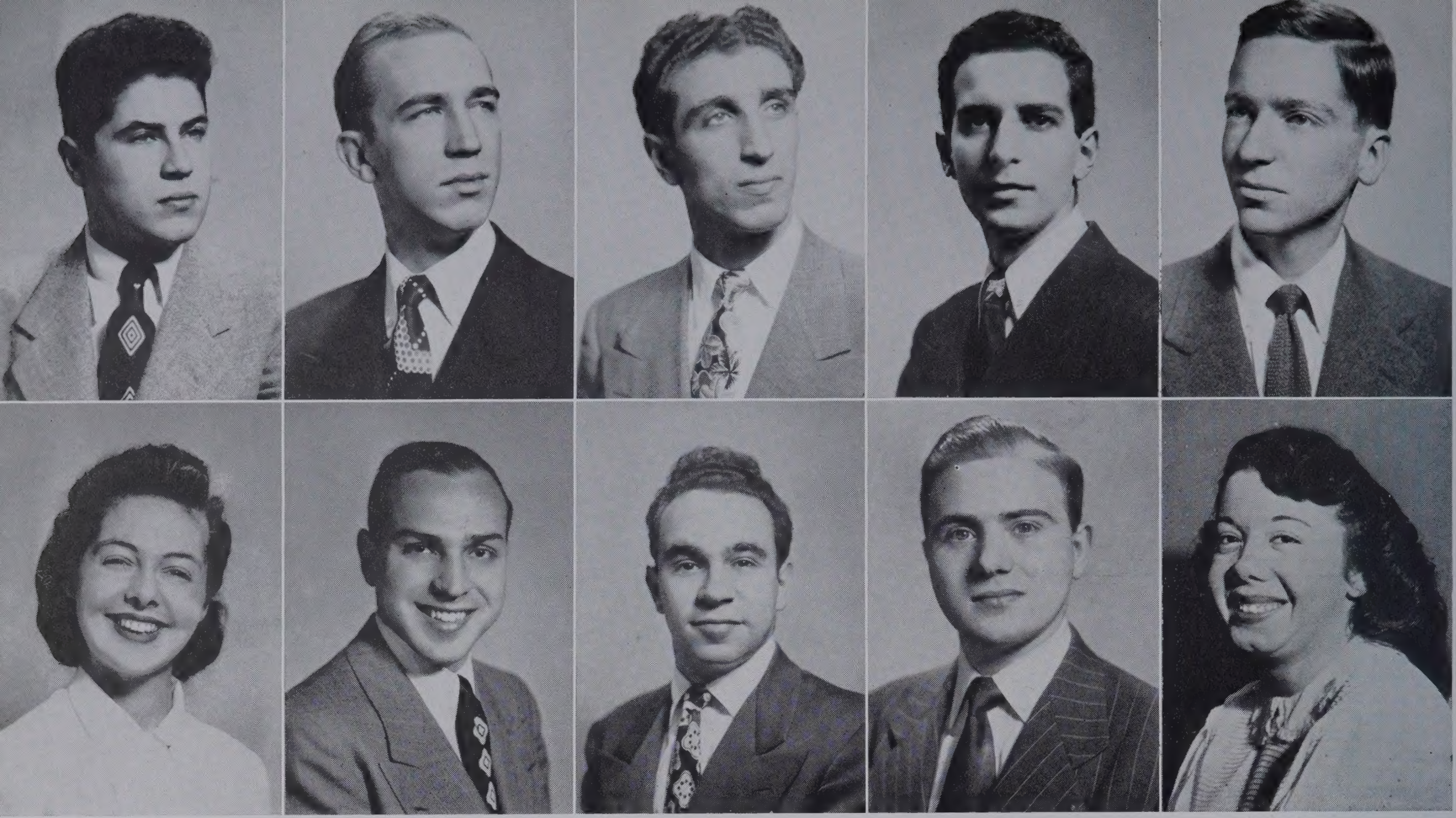
John Nelson



Fredericka Barnet

Joseph Brady





Paul Lippman
Marie Burke

William Lloyd
Fred Arak

Michael Cerra
Donald Jagoda

Robert Perilla
William Schneider

Robert Bloch
Elaine Soloff

slogan: "Do you want a hole where your head should be?" referring to the fact that only seniors who purchased the *Violet* would have their pictures published in the senior section. The sales total of more than 1,200 copies at $7.50 each, which exceeded by over 400 copies the previous sales record of *Commerce Violets,* testifies to the effectiveness of the slogan and the zeal of the *Violet* salesmen.

The hard-working members of the circulation staff collected payments, filled out voluminous receipts, and made arrangements for senior photographs. They kept the office in a dither of activity when they withstood the brunt of student complaints about waiting lines and the difficulties with the photographer. In addition, they had the thankless job of collecting money from clubs and fraternities which had bought space in the yearbook.

Beside the thousands of words that were composed into sentences by the inchoate literary men on the staff, thousands more were written by the business staff who did the necessary correspondence, list-making, and retyping of stories. Sorting and alphabetizing the huge list of seniors at Commerce, then sending them notices of the sale of the *Violet* proved to be no easy assignment.

Pictures of student activities had to be taken and the youthful, but expert, photographers who worked with the staff spent many a night not studying, not a-courting, but snapping shutters at meetings, dinners, and dances so that the *Violet* might have interesting and entertaining illustrations.

As it must to every school publication, faculty supervision also came to the *'49 Violet,* but it was helpful, benevolent, and welcomed by the staff. Professor Dale Houghton, who continued as advisor even after he went on sabbatical leave in January, 1949, and Professor Lloyd E. Dewey gave their counsel, checked for libel and blasphemy, but let the student editors run the show.

After a year of labor, in May, 1949, another *Violet* annual dinner was held, and as the finishing touches were being put to the *'49 Violet,* thoughts turned to the future, and a bigger, more wonderful yearbook, the *Violet* for 1950, the midmark of a hectic century.

MANAGING BOARD

Co-Editors	Daniel L. Blum and Clarence R. Jackson
Literary Editor	Alan Theodore
Circulation and Business Manager	Robert Wells
Night Editor	Gerald B. Reynolds
Picture Editor	Herbert Roher
Social Editor	Fredericka Barnet
Activities Editor	Sanford Oppenheimer
Sports Editor	John Nelson
Production Editor	Paul Lippman
Advertising Manager	Joseph Brady
Office Manager	Ruth Levy

ASSOCIATE BOARD

Associate Literary and Copy Editor	William Schneider
Associate Circulation Manager	Michael Cerra
Associate Business Manager	Elaine Soloff
Associate Social Editor	Joan Leonard
Associate Activities Editor	Gene Okin
Associate Sports Editor	Robert Perilla
Associate Advertising Manager	Robert Block
Associate Office Manager	Virginia Gillespie
Night Circulation and Business Manager	Fred Arak
Night Advertising Manager	Bill Lloyd

The 1949 edition of the *Commerce Violet* was created through the concerted efforts of a group of individuals who offered their valuable and sincere assistance. For this cooperative aid, our appreciation is extended to . . .

Professor Lloyd E. Dewey and Professor Dale Houghton, our faculty advisors, and Mr. Patrick J. DeTuro. Professor Dewey's direction on financial matters and Professor Houghton's guidance in literary and production problems were invaluable. Mr. DeTuro's aid as faculty copy chief was greatly appreciated.

The Robert W. Kelly Publishing Corporation, including Robert W. Kelly, Freddy Fuchs, Harold J. Halton, Harry P. Mellor, Eleanor Perkins and George Van Siclen. Their suggestions, patience, encouragement and efficiency were immeasurably responsible for our achievements.

Miss Jane Wodzanowski, of the Banking and Finance Department, for her wonderful assistance in acting as liaison between the administration and this publication.

George Glover, Norman Kirker, Paul Roman and George Rubens, of the Delma Studios, for making possible the splendid photographs of the graduates.

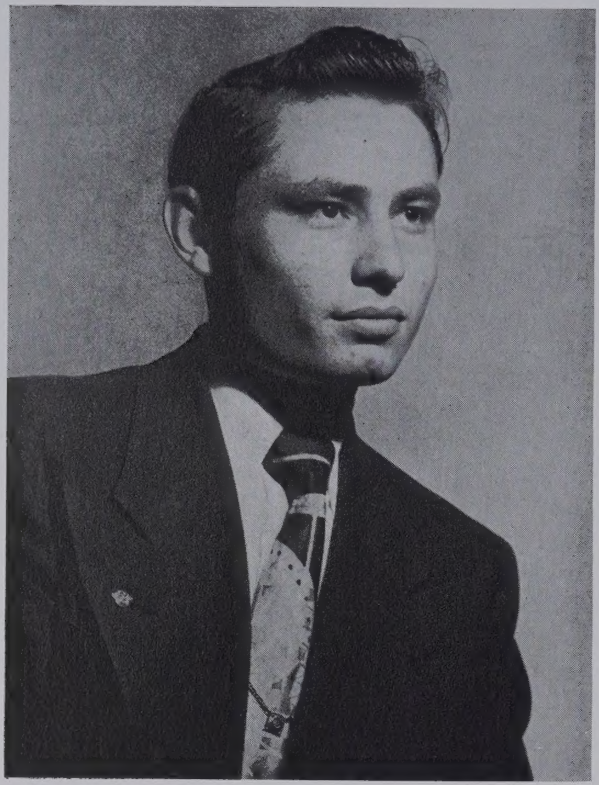
Nat Fein, photographer of the *New York Herald Tribune,* for the beautiful scenic photographs he allowed us to use.

Bill Peddie for his life-like candid shots of the Washington Square area.

Walter Chandoha, Leonard Kaus and Irving Newman for their remarkable background and activity pictures.

Mrs. Mildred K. Parker, Secretary of Student Activities, and her staff, for their magnificent cooperation.

The Violet '49



Philip Hirsch

IN these days of newspaper failures, the continued publication of the *Commerce Bulletin,* the school's undergraduate newspaper, is a tribute to the students who give their time and effort so that the School of Commerce can continue to have a medium for publicizing information and ideas.

COMMERCE

A completely new managing board took over the reins in September, 1948. A few had served as associate board members the year before. The reshuffling of offices in the South Building left the *Bulletin* with a corner office which, when it contained the whole staff of the paper, resembled a New York subway car during the rush hours.

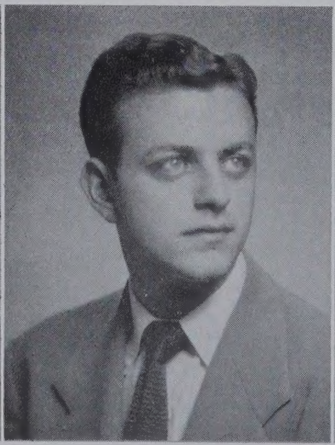
This did not disturb Editor-in-Chief Philip Hirsch. He assembled his staff—Assistant Editors Jean Kocivar and Sandy Oppenheimer; Managing Editor Ralph Leviton; Sports Editor Jerry Esterman; Night Editor Buddy Zeidman, and Business Manager Perry Gault—one week before school opened. The managing board, with the aid of a few holdover reporters, had an issue ready for circulation on the first day of the fall term.

The promptness of the first issue symbolized the good work the *Bulletin* was to do throughout the academic year.

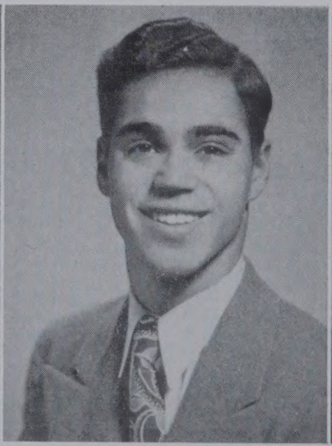
Following distribution of the first issue, the managing board rounded up a complete staff. Freshmen and sophomores were invited to a taste of Fourth Estate life. It was a green but eager group which pounded typewriters, chased after deans and athletes, wrestled with headlines and deadlines, and managed to find time to laugh and do schoolwork between issues.

Sanford Oppenheimer

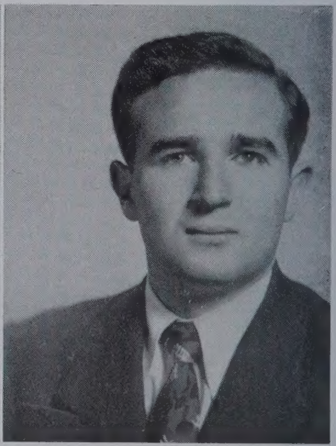
Ralph Leviton



Perry Gault



Jerome Esterman



BULLETIN

The *Bulletin* editors made one major change in the tabloid. They removed the old vessel which had sailed in the flag atop the paper for many years, and substituted a photograph of the New York skyline. While the old boat had symbolized Commerce at one time, the editors thought that skyscrapers were more appropriate in these times of vertical buildings.

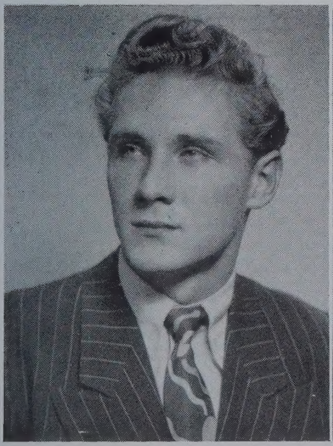
As for policy, the paper pledged itself to help the students and the school; to print less gossip and more news and ideas. The *Bulletin* was divided into the news section, the opinion and feature page, the sports section and the evening news section. The editorial page consisted of an "Editor's Corner" in which the editors took turns at writing byline columns and editorials. Many editorials were written by John Nelson, track star and author of the only dictionary in the *Bulletin* office.

In December, the *Bulletin* staff was shocked by the death of Jean Kocivar, one of its youngest, most vibrant assistant editors. To replace her, William Schneider, who had served as news editor, was moved up to the managing board as managing editor. Ralph Leviton, who was managing editor, became associate editor, and Sandy Oppenheimer remained as assistant editor.

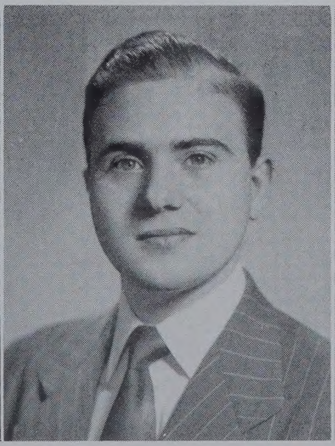
Jean Kocivar

Jean Kocivar was 19 years old when she died. And in her way, her wise and youthful way, she unequivocally opposed injustice. Her medium was a small one, the *Commerce Bulletin,* but through it she expressed her desire to make this school a better place for students of every race and creed.

John Nelson

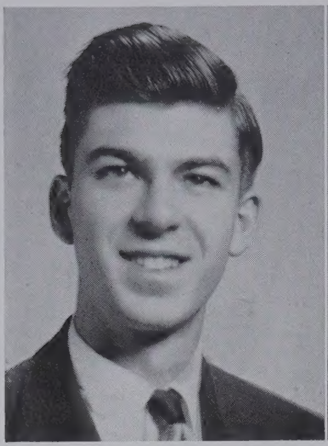


William Schneider

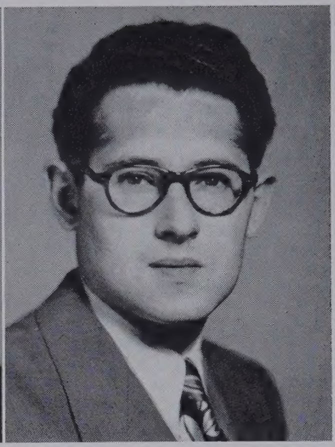


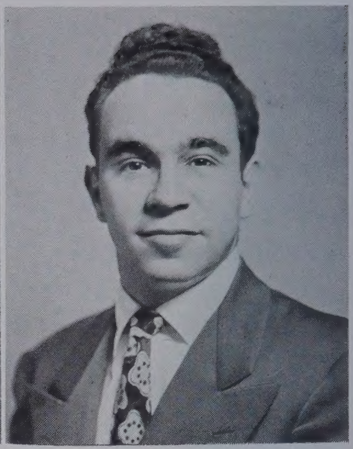
Robert Perilla

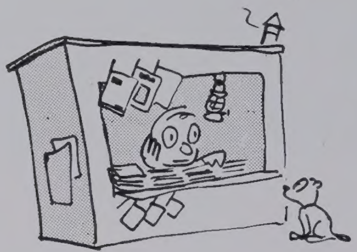
Buddy Zeidman


Roy Silver

Al Sokolsky


Arthur Eisenstein


Donald Jagoda



At the end of the first semester, the *Bulletin* lost through graduation its able sports editor and columnist, Jerry Esterman. Robert Perilla, associate sports editor, became sports editor, and Arthur Eisenstein was named associate sports editor. Earle Miller, who gave basketball possibly the best coverage it has received in the history of the *Bulletin,* was also lost through graduation.

Probably the first editorial of the 1948-1949 *Bulletin* to create comment around the campus was the one which decried the election procedure of the Student Council.

On another occasion, the *Bulletin* joined the Student Council in condemning conditions at the Commons, the NYU cafeteria. As a result of this action, some prices were lowered and steps were taken to improve conditions.

Among the more interesting features and columns appearing in the *Bulletin* were Sandy Oppenheimer's description of his dismay upon learning that as a result of his priority registration he would no longer be able to enjoy the comforts and advantages of back row reats; Philip Hirsch's column calling for recognition of political groups at Commerce; Jean Kocivar's column criticizing New York U.'s action in suspending Professor Lyman Bradley and calling for greater academic freedom; and Bill Schneider's description of the new jazz course at the University.

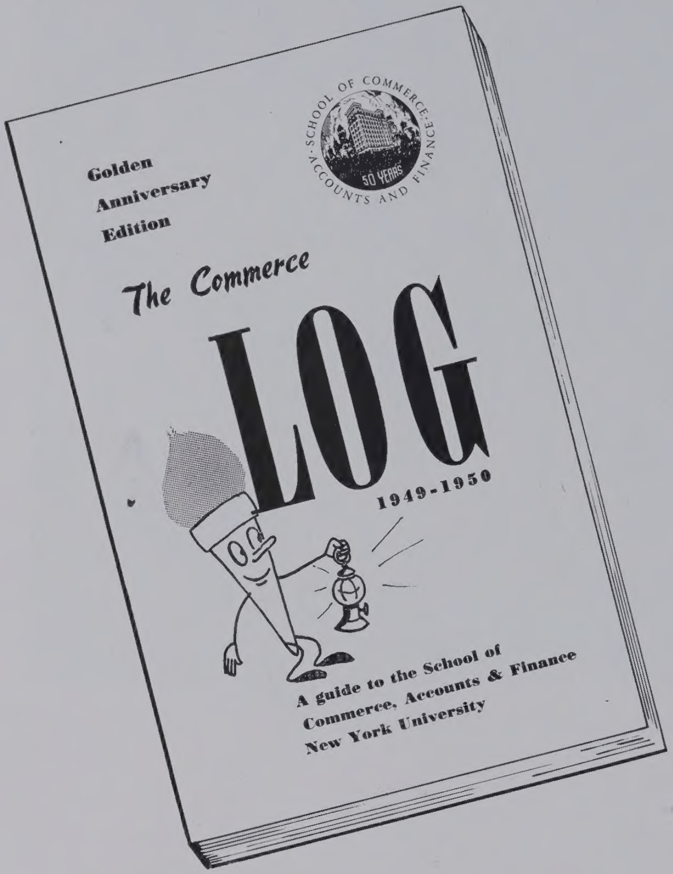
The *Bulletin* proved exceptionally accurate in its polls and prognostications. It picked "Bing" Miller to succeed Al Nixon as graduate manager of athletics; it picked the Cleveland Indians to win the World Series in six games; and a poll conducted by the *Bulletin* showed that among Commercites Harry Truman would defeat Tom Dewey in the presidential election.

The associate board of the *Bulletin* without whose help the paper could not have been published included News Editor Don Jagoda, Copy Editor Robert Meister, Advertising Manager Al Sokolsky, and Associate Sports Editor Arthur Eisenstein.

At the *Bulletin* banquet in May the managing board for next year was announced. Ralph Leviton and William Schneider will be co-editors-in-chief. Don Jagoda will be assistant editor and Robert Meister will occupy the position of managing editor.

The night staff of the Commerce Bulletin *holds a news conference*

The day crew of the Commerce Bulletin *combed its hair for photographer*



Golden
Anniversary
Edition

The Commerce
LOG
1949-1950

A guide to the School of
Commerce, Accounts & Finance
New York University

COMMERCE LOG

THE *Commerce Log* is the freshman handbook, distributed to freshmen each term at Frosh Orientation. Formerly an independent publication called the *Commerce Book,* the *Log* was taken over by the Student Service Organization which now publishes a new edition each year.

The 1949-50 *Log,* edited by Paul Lippman, represents a departure from previous issues. Formerly pocket-sized and containing more than 250 pages, the *Log* is now larger in page size but has less pages—only 96.

Color is used for the first time in the '49-'50 *Log,* and cartoons appear throughout the book. In the past, each edition was merely a revision of the previous one. The new *Log,* however, is completely rewritten. New features have been added to broaden coverage of what every freshman should know.

Members of the *Log* staff include Fredericka Barnet, Marvin Brager, Paul Brown, Betty Cohen, Gladys Goldstein, Helen Kurzrock, Eddie Lee, Yvette Mladinoff, Martin Ostrove, Bob Perilla, Bernard Abrams, Jack Alterman, Alex Brown, Gary Kale, Socrates Mamakos, , Norman Mashin, Roy Silver, Les Sohn, Annette Rosenstock, Ray Schleicher, Roberta Schuster, Walter Ward, and Edward Weiss.

INTERCOM

THE School of Commerce's official magazine is *Intercom,* a 24-page publication of the Public Relations Department of the Student Service Organization. It appears each February and September and is distributed free of charge.

Recent issues, under the editorship of Paul Lippman, have been lighter in tone than in the past, with heavy reliance on cartoons and humorous articles on "dull" subjects. The bronze owls standing guard over the main entrance of the School received biographical attention in the February, 1949, issue, along with articles on the newly revamped third floor, South, the new Religious Center, and a description of the many Commerce honorary societies.

Intercom usually features striking photographic covers. One of its most outstanding covers was an air view of the Square which appeared in the Fall, 1948, issue. Although *Intercom* is the official School of Commerce publication, the School for some strange reason was the only NYU building which did not appear in the photograph.

Staff members include: Annette Rosenstock, assistant editor; Perry Gault, business manager; Suzanne Bomse, Fredericka Barnet, Leon Eskridge, Don Jagoda, Jeannette Trotta, Cy Epstein, Sol Schulman and Edward Weiss.

Paul Lippman, Editor

Hard-working staff members of Intercom *left typewriters at home*

ACCOUNTING LEDGER

THE *Accounting Ledger* is the professional magazine of the University published by accounting students three or four times each year. The publication, which was first printed in 1935, is recognized by the *Journal of Accountancy,* periodical of the American Institute of Accountants. In its past year of activity, the *Ledger* broke all previous sales records by selling over 2,000 copies of each issue.

In line with its progressive policy, this year's *Ledger* instituted several new features, two of which were: the *Accountant's Forum,* a discussion of controversial topics; and a debate between the Chairman of the Accounting Department and the Editor-in-Chief of the *Ledger,* on the topic of instituting an "interneship program" for accounting students.

EDITORIAL BOARD

Editors-in-Chief	Arthur Gilbert, Herbert Posner
Associate Editor	Bernard Abrahams
Literary Editor	Calvin Barnes
Publicity Manager	Harold Krainin
Business Manager	Robert Garelick
Circulation Managers	Anthony Lorenzo, Phil Mate
Office Manager	Iris Alexander

ACCOUNTING CLUB

REPRESENTING the largest professional department of the School of Commerce, the Accounting Club's purpose is to stimulate an interest in the field of accounting. Organized in 1931 by a small group of students, the Club has grown rapidly to become one of the largest clubs of the School of Commerce. It offers its members valuable information through field trips, debates, lectures and discussions.

The most important function of the Club consists of the C. P. A. seminars which are held each year. At these meetings the members discuss and solve the latest C. P. A. examinations.

Another important function is the publication of the *Accounting Ledger,* an official publication of the School of Commerce which contains timely articles on accounting, solutions to C. P. A. problems and points of interest from the entire field of accountancy.

All is not work in the Accounting Club. The members hold various social functions throughout the year, including dances, teas and an annual dinner.

STUDENT SERVICE ORGANIZATION

FIVE years have passed since a few students decided to do something about building up the school spirit and extra-curricular activities in Commerce by forming the Student Service Organization. The S. S. O., as a committee of the Student Council, began in a modest office on the third floor of the South Building, and has grown to become the largest organ of Commerce student government, with a suite of three offices, hundreds of dollars worth of equipment and more than two hundred of the hardest working students in extra-curricular activities.

The S. S. O. carries on its job of freshman orientation, publishing *Intercom* and the *Commerce Log,* running dances and rallies, giving publicity via posters and press releases, supplying information and a swarm of other tasks.

Top man in the organization is the chairman who, with the executive director, associate chairman and several associates, forms the guiding executive board. Nine departments, headed by directors, handle the work assigned by the executives.

The departments include Activities, Art, Commerce Personnel, Freshman Orientation, Information, Intra-S. S. O., Office, Personnel and Public Relations.

This years' S. S. O. was headed jointly by Helen Hans and Gene Okin. Next year's co-chairmen will be Tony Lorenzo and Miss Hans.

Students were given the opportunity of obtaining free or discount tickets to shows and movies, when the S. S. O. established an exchange service this year.

OFFICE
CONTRIBUTE HERE FOR RUNYON
ALL
MURDER
CHRISTMA

LEAGUE OF WOMEN

THE League of Women is an organization composed of all the female students at the School of Commerce. Each year the League sponsors many social, cultural, and charitable events. This year's events included two teas, a Christmas party for a group of underprivileged children from Bellevue Hospital at which a well-padded faculty member played the role of St. Nick, and a Mother-and-Daughter Tea.

For the first time in the League's history, a Faculty Show was produced. The show was a huge success, thanks to the cooperation of the faculty participants, the hard work of the League officers, and the blessings of Dr. Mildred E. Marcett.

Officers are: Ruth Levy, president; Cy Epstein, vice-president; Elaine Farer, historian; Geri Hiller, treasurer; Doris Wolff, corresponding secretary; and Georgia Regas, recording secretary.

Afternoon chit-chat with tea and cookies

The L. O. W. sponsors a round-table discussion with square tabletop

Durable Lassman Hall is the scene of one of the Evening L.O.W. dances, although pictures gives incorrect impression of number of girls in relation to number of men in evening school.

Bea Weinberg, president of the night L.O.W. and Dr. Mildred E. Marcett, faculty advisor, occupy sofa while peasantry stand at rear.

EVENING LEAGUE OF WOMEN

THE Evening L. O. W. concluded one of its most successful years in 1949. At one meeting Professor Bernice Chambers spoke on "Girls and Fashion Problems," and at another, Mr. James C. McMullen spoke on "International Relations with Students of Foreign Countries." Later in the year, Lise Kirk of Norway addressed the group on "Education in Norway."

In addition, the Evening L. O. W. held a "Welcome Freshman Tea," a "Mother-and-Daughter Tea" and a "Professor-Student Quiz." The annual Christmas party, at which the members played Santa Claus to 16 under-privileged children, was a huge success. A Hallowe'en dance and an equally enjoyable St. Valentine's Dance were also held.

The officers were: Beatrice Weinberg, president; Ilsa Traube, vice-president; Ruth Schmilowitz, corresponding secretary; Rose Decanserrio, recording secretary; Kathleen Greenberg, treasurer; and Hermine Krauss, publicity director.

VOX VET

IN order to promote veteran's activities at New York U., the Veteran's Collegiate Association started a newspaper in 1946. This paper, which called itself *Vox Vet,* grew rapidly and was enlarged to a four page publication in its second printed issue.

Vox Vet was published every two weeks and reported news which was of interest to those students who attended the University under the G. I. Bill and the Veterans Administration. They occasionally ventured opinions on various topics which dealt with national and international affairs.

Each semester the paper, under the able direction of editor-in-chief William Goodman, published a *Vox Vet Literary Supplement.* This supplement grew from a one sheet insert in the regular issue to a separately bound illustrated magazine.

The material for the supplement was submitted by the veterans enrolled in various school divisions, and was judged by five members of the faculty. This magazine included fiction, short stories, general articles and a goodly collection of war stories.

AMERICAN VETERANS COMMITTEE

IN 1943 five service men organized the American Veterans Committee, which now numbers 300,000 and consists of 133 state and 27 overseas chapters.

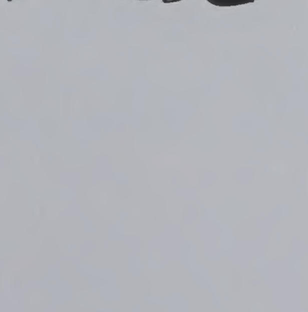
The AVC claims among its accomplishments amendments to the G. I. Bill, liberalized farm loans for veterans and increased subsistance for G. I. students. It also has acted in price control and housing.

The aim of the national chapter of AVC is "citizens first, veterans second." It supports fully a world organization strong enough to stop another war.

On June 1 of this year, the New York U. AVC chapter disbanded. Sy Brody, chairman of the group, said that the action was necessary "because many student-veterans are working part time."

At Washington Square, the AVC had a membership of over 200 students. The last proposal made by the group was for extension of the 52-20 allowance period.

AVC published bi-monthly *AVC-NYU News*. This publication included news of vital interest to all veterans on matters such as subsistance, Veterans Administration activities and current world events.



Entrance to the University Religious Center on Washington Square North

CHRISTIAN ASSOCIATION

DEDICATED to the development of Christian personality among New York University Protestant students, the Christian Association, under the direction of Rev. Glen D. Dalton, has completed its forty-second year at the university.

Located in the University Religious Center at 2 Washington Square North, the Association adds to the campus flavor of the University with its many discussions, parties and trips. Dances are held at least once a month. Roller skating, swimming and card parties, are added to weekly Bible study groups in order to form a well-balanced program. At many of the discussions and forums, outside lay and church personalities are featured speakers.

The Association is affiliated with the local and national Y. M. C. A. The C. A. is also very active in the New York State Christian Association movement and is a member of the World Student Christian Association.

Officers are: Donald A. Avery, president; Fredrick T. Vanacore, first vice-president; Margaret McNulty, second vice-president; Lillian M. Hart, secretary; and Elsie M. Madsen, treasurer.

JEWISH CULTURE FOUNDATION

THE Jewish Culture Foundation, now in its tenth year at N. Y. U., was founded by Professor Abraham I. Katsh to promote an organization of Jewish students.

During the year, J. C. F. sponsored an intensive program of student activities. In the realm of culture, it placed at the disposal of its members a unique library of Hebraica and Judaica, which contained many priceless volumes.

One of the accomplishments of the Foundation was the establishment at the University of a Chair of Hebrew Culture and Jewish Education. This was in line with the Foundation's interest in perpetuating Jewish cultural ideas and interfaith goodwill.

The main objectives of the Jewish Culture Foundation are:

1. To make the Jews among N. Y. U.'s students conscious of Jewish cultural background and its importance to America.

2. To provide non-Jews with a background for understanding the vital contribution of Jews to our national and social life.

3. To promote friendship between Jews and Christians.

NEWMAN CLUB

IN its thirty-fourth year of existence at NYU, the Newman Club stressed its educational program, along with its promotion of the spiritual welfare of Catholic students. Added to these components of Newmanism were the social activities of the club. The result was a harmonious program.

The educational program for this year emphasized the theme of the national and local chapters: "Social Responsibility of a Catholic Student." The program at NYU featured as speakers noted priests, public officials, and several college officials. There was also a study group which met regularly to cover each monthly topic more intensively.

The social activities, directed by Dolores Dastole, included a regular weekly Tuesday evening social held in the University Religious Center, and many holiday affairs and dances.

This year's officers were, president, Russell Alberding; first vice-president, Thomas H. McElhearn; second vice-president, Joseph J. Lotvis, Jr.; secretary, Norman Notargiacomo; co-treasurers, Alfonso L. Pisano, Edward J. Karlewicx.

COMMERCE MEN'S GLEE CLUB

WITH the completion of its sixth year of choral activity, the School of Commerce Men's Glee Club became an integral part of college life at Washington Square. The club, which accepts members from all Washington Square colleges, became an official welcoming agent at freshman orientation. These concerts for the frosh, plus others arranged for the club throughout the year, provided Commerce with a choral organization to which it could point with pride.

The Commerce Glee Club was used as a junior varsity organization for the All University Varsity Glee Club, and supplied the latter organization with a large number of singers. Members of Commerce were eligible to join the Varsity group and attend the Glee Club Camp after a full year of activity in the Commerce Club. Men who joined the Varsity continued to sing with Commerce.

The tangible reward to members was a silver replica of the Gold Varsity Key. Glee Club members were also awarded letters upon completion of their first year.

Officers are: Robert Fink, manager; D. Michael Eigo, assistant manager; and Warren Reich, librarian.

COMMERCE WOMEN'S GLEE CLUB

THE Commerce Women's Glee Club was formed originally to fill the musical gap left by the Glee Club men during the war. Under the able direction of Professor Alfred M. Greenfield, who is also the director of the University Glee Club, the group had swelled its ranks to a peak membership of 40 in 1947. Because of the lack of interest on the part of incoming students, however, the club's membership has declined considerably this year.

The club's annual program includes concerts at Commerce freshman orientation exercises, performance in conjunction with the Junior Varsity Glee Club of a Christmas pageant at the Gould Memorial Chapel on University Heights Campus and participation in the Spring Concert of the University Glee Club.

As an inducement to participants in the Club's activities, members who have been active for two years, and who meet other requirements are awarded a silver key, similar to the University Glee Club key. These keys are presented at the annual Commerce Women's Glee Club Banquet.

Rehearsals are held twice weekly in Morris Hall.

TRIAD LEAGUE

THE Triad League, largest and oldest undergraduate advertising club in the world, was formed back in 1914 by a group of students who realized the need for additional knowledge and professional standards in a growing field.

Born at a time when advertising was romping merrily in diapers, the Triad League has risen to one of the leading organizations at the School of Commerce.

Throughout its thirty-five year existence, Triad has been the focal point for alert young men, and more recently, women who wish to acquire background, experience and information on modern techniques in the various phases of marketing.

Today the organization boasts a membership of over two hundred active members. Meetings are held every other Friday throughout the school year. At these affairs, the League plays host to distinguished persons—persons who have accomplished things in marketing. These persons are the "doers," representing all the myriad phases of this vital work. The meetings, marked by lively discussion, offer an opportunity for the students to supplement their intensive classroom training with the practical experience of the guest speakers.

With the motto, "Truth, Art, and Science, in Advertising," Triad has nurtured many of the field's outstanding leaders. Douglas Taylor was among the men who, under the guidance of George Burton Hotchkiss, present chairman of the Marketing Department, founded Triad. In later years such men as Otto Kleppner and Eldridge Peterson were among the many contemporary luminaries to participate in Triad undergraduate activities.

Triad is in the process of producing the future Petersons and Kleppners of the advertising field. With Professor William L. Doremus as faculty advisor, the club's members are participating in a full well-balanced program of lectures, group discussions, social activities, and marketing projects.

The Triad League office during the week is a swirl of activity—a lively group of young people

ADVERTISING
CLUB

arranging meetings, preparing research projects, and carrying out their promotional programs.

Triaders accomplish things at college and in the business world. They come—they listen—they learn—they prepare to take their places as the men and women in the most exciting and dynamic of business activities.

This year, the annual Triad Christmas Dance was held in the main ballroom of the Hotel Algonquin.

They climaxed their activities with a book this semester. *The Triad Story* which recorded the club's entire history, was a unique and excellent publication. The club members dedicated it to George Burton Hotchkiss, who plans to retire after forty years in advertising.

With the theme, Triad's contribution to advertising through its alumni, the book was circulated to ad agencies, trade publications, and business schools throughout the country.

The results of the publication were threefold. First, it provided Triaders with excellent training in copy, research, production, and layout methods. Secondly, it informed the advertising field and its educational components of the achievements of Triad and its alumni. Lastly it emphasized, for the future benefit of Triaders and business schools throughout the country, the importance of properly channeled learning outside the classroom.

Professor Drury and Dick Groberg hold the Tipper-Texas-Triad Trophy before a grinning group of advertising students.

The Triad League has a large membership, necessitating two photographs to get everybody in. Section one . . .

. . . and section two.

FOREIGN TRADE CLUB

THE Foreign Trade Club is the second oldest club at the School of Commerce, and it ranks as a pioneer among recognized foreign trade organizations in the United States.

The club's meetings are designed to orient members in contemporary developments in foreign trade. Guest speakers at some of this year's meetings included: J. Anthony Marcus, president of the Institute of Foreign Trade; Lars Ekwurzel, chairman of the international advertising committee of Fuller, Smith, and Ross, Inc.; Dr. E. van Raalte, noted Dutch writer and publisher of *World Business.*

Outstanding event of the year was the annual banquet on April 23, 1948, at Fraunce's Tavern. Among the distinguished guests were: Jose Garrido Torres, Brazilian delegate at the London and Geneva ITO conferences; Fred Leighton, president of Fred Leighton, Inc.; and Bernard J. Gardner, general manager of Ernst Seidelman & Co.

Officers are: Seymour Lichtman, president; Elaine Farer, vice-president; Inge Marx, secretary; Ed Astarita, treasurer; and Jules J. Jammer, publicity director.

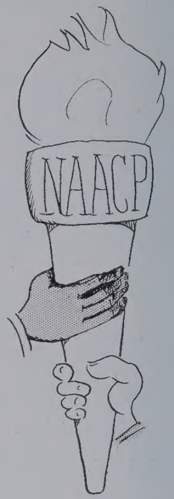
NAACP

THE New York University Chapter of the National Association for the Advancement of Colored People is a constituent and subordinate unit of the national organization. It seeks to inform students of the problems affecting the Negro and other minority groups; to advance the economic, social, political and educational status of colored people and other minority groups; and to stimulate an appreciation of the Negro's contribution to civilization.

The NAACP seeks full equality for every citizen of the United States. It opposes racial segregation and discrimination in every field. Founded in 1909, the NAACP is an organization composed of over one-half million American citizens of all races, creeds and colors, working for the attainment of a society of equality, security and freedom for all.

During the year the NYU Chapter had as guest speakers, Congressman Adam Clayton Powell, Jr., and William Gardner Smith, author of *Last of the Conquerors.* Walter White, NAACP executive secretary, and Benjamin Epstein of the American Jewish Congress, were the principal speakers at the Chapter's observance of the 40th anniversary of the Association.

Officers of the NYU Chapter are: president, Clarence H. Hunter; vice-president, Ruth Baker; recording secretary, Judy Simon; corresponding secretary, Ruth Harris; treasurer, Coolidge McCants; membership chairman, T. Ben Bass; publicity chairman, Edward Graham; faculty sponsor, Jerome Himelhoch.



SOCK AND BUSKIN

THIS year was a busy one for the Sock and Buskin Society, Commerce's theatrical group.

The first production of the year was Sock and Buskin's laugh-studded version of "You Can't Take It With You," Kaufman and Hart's hit comedy. Enthusiastically received by Commerce first-nighters, the show played to SRO crowds on January 14 and 15, and gave a repeat performance on March 12.

On April 8 and 9, Sock and Buskin, with the aid of the League of Women and the House Plan Association, presented "A Night of One-Acters," donating the proceeds to charity. The high point of the show was "Curse You, Jack Dalton!" an old-fashioned melodrama with an all-faculty cast. Mr. Lawrence Brennan starred as the villain. The two student-acted playlets which rounded out the program were: Tennessee Williams' "The Long Goodbye," and "Another Way Out," by Laurence Langner.

The busy year was ended with performances of Lillian Hellman's "Another Part of the Forest" on April 28 and 29.

This year's officers were: president, Meyer Schneider; director of publicity, Donald Jagoda; treasurer, Alfred Lutvak; secretary, Herbert Heldman.

WORLD AFFAIRS FORUM

THE World Affairs Forum is a small round-table discussion group devoted to stimulating more intelligent thinking about, and better understanding of, world affairs on the part of its members. By allowing contrary and diverse ideas on controversial topics to come to the fore and be recognized, it provides a physical example of democratic processes.

During the school year 1948-1949 the Forum visited the National Capital and saw the congressional committees in action. Among the many notable guest speakers this year was Miss Grace Chen, who spoke on "Current Economic Conditions in China." Other topics discussed by the group included: "American Foreign Policy in the Far East," "Socialization and the British Wage Earner," "The Proposed Marshall Plan for Asia," "The Berlin Crisis," "Should Israel Be Admitted to the U. N.?" "Moral Trends and World Affairs" and "The Presidential Candidates in the November Elections."

The officers for the school year 1948-1949 were David Dowd, I. Peggy Moses, Dr. Noel Godfrey (faculty advisor), Barbara Nelson and Gerard P. Schaumburg.

Dr. Noel Godfrey

MANAGEMENT CLUB

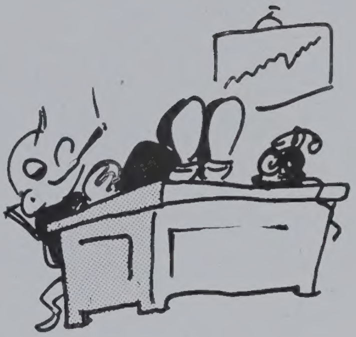
THE Management Club was organized in 1920 for the purpose of promoting interest in the important field of management. Through lectures, field trips, discussions, and forums, the organization has successfully achieved its objective of supplementing the classroom background of management students.

This year the club visited the General Electric plant at Bridgeport, Connecticut. Nine buses were used to transport members to the factory. Executives of the firm lectured on General Electric's supervisory training program. Students were permitted to submit answers to company prepared questionnaires in lieu of a Management 1-2 term report.

Management Club members also visited the Campbell Soup plant. The year's activities ended with a banquet and dance at which time appointments to the Management Honorary Society were made.

The club's faculty advisor is Professor Frank A. De Phillips.

Officers for the fall term were Howard Schneider, president; Laurance Winkler, vice-president; Shirley Yablick, secretary, and Wallace Davidson, program director.



MANAGEMENT CLUB

PSYCHOLOGY CLUB

THE Psychology Club, founded under the auspices of Psi Chi Omega, the psychology honorary society, was organized with two definite ends in view. Primarily, the club was formed as an extra-curricular source of discovering new methods and developments in the field of psychology. The secondary purpose was to provide a nucleus for the honorary society.

Originally conceived by Dr. Timothy Costello, the idea was quickly realized. The first official meeting of the club was held in October, 1947. There were more than fifty members in the club during its first year.

This year the society had a full program of activities. There were a number of psychological films shown. A forum was held to discuss the problem of "Mental Disease in the Modern Age." The club members also went on a field trip to Brooklyn State Mental Hospital. The film program was highlighted by "Children of the City."

Professor Newman L. Hoopingarner and Dr. Timothy Costello are the Faculty Advisors to the Psychology Club. The president of the club during the past year was Myron Krackow.

REAL ESTATE CLUB

THE Real Estate Club of New York U., organized more than ten years ago at the School of Commerce, has benefited hundreds of interested students through discussions on major topics in real estate at which prominent speakers from the field addressed the club.

Among the guest speakers in '48 and '49 were Carlyle Davidson, public relations chairman for the Real Estate Board of New York City; Arthur K. Beman, of the James Felt Co.; Robert A. Bell, of Bell and Hudgins; Mr. William J. Brede, legislative representative of the Real Estate Board of New York City and author of several books on real estate and Colonel Huftman, former state housing advisor for New Jersey.

One of the field trips sponsored by the Real Estate Club was a tour of Radio City. The club also had a very successful trip to the Elliot Housing Project as guests of the New York City Housing Authority.

One of the club's social affairs was the annual Dinner Dance, held at the Hotel Delmonico's Mandalay Room on May 22.

The officers for this year were faculty advisor, Mr. G. McDonald; president, David A. Greene; vice-president, Jerome Roth; recording secretary, Helen Torres; corresponding secretary, John Picinich; treasurer, David Sclar.

FOR SALE
DEED

RETAILING CLUB

IN the past fifteen years, the Retailing Club has grown from classroom meetings to the grandeur of sessions held at the East Building's Green Room. Beginning with five retailing enthusiasts, the group has grown to its present membership of over 250. This is the largest number in the club's history.

At its meeting, the Retailing Club has had as its guests men and women from the retailing profession and its allied fields. One of the innovations this term was a "Men's Wear Panel" in which several outstanding men's fashion experts took part.

Another treat was the "Buyer's Panel" which was held at Morris Hall in early November. The event was moderated by Professor Elmer O. Schaller and featured Stanley Bernstein, coat and suit buyer for Macy's, Miss Betty Jacobs and Miss Rose Schwartz, coat and suit buyers for Ohrbach's and Bond-5th Avenue respectively, and Miss Ada Boicie, resident buyer.

Later in the year, Professor T. D. Elisworth acted as moderator at a "Merchandise Manager's Panel." Leading merchandisers participated, as well as several students who were active in the field.

The organization's social season got under way with its annual Christmas dance. Refreshments were served while some of the members and their guests danced to the music of Lee Hilton's Orchestra. The group also found time to select a "Miss Retailing" and to hold an alumni reunion, when the students returned from their Christmas vacations.

With Christian Dior, creator of the "New Look," threatening to raise hemlines back to knee level, four prominent women's washion designers outlined their predictions on the "Future for the New Look" at a club forum. They all agreed that women's fashions would be modified, but not too drastically. However, one designer told the assembled group to be on the lookout for the new Paris creations.

Early in May, as if to corroborate the outspoken designer, a collection of French originals from eleven of the top Paris fashion houses were loaned to the Retailing Club. The new creations were presented at the alumni meeting in the Green Room.

The French designers represented at the display included Patou, Molyneaux, Balmain, Piquet, Bruyere, Hein, Schiaparelli, Carven, Desses, Vramant and Ardanse. Presenting a notable cross-section of new fashion and fabric trends, the collection included a beautiful Schiaparelli "cyclone" coat with fitted front and flare back, an unusual Balmain raincoat with matching scarf, belt lining and buttons, a "cover-up" look, one piece suit and a smart Balmain draped sheath silhouette.

Two-thirds of the fabrics were American and were woven with Teca, Eastman's estron staple fiber. The others were unusual French weaves of the more formal variety.

The collection proved interesting to most of the students who saw the exhibit, particularly to the retailing majors. Visiting buyers from the leading department stores were on hand, and the consensus of opinion seemed to favor the new designs. One faculty member, who shall remain nameless, remarked that it was a shame not to have had some live Parisian models to display the new samples. Many of the visitors agreed.

At the last meeting of the year, elections were held. This year's officers were Brenda Sallee, president; Clifford Kahn, vice-president; Harriet Greenwald, corresponding secretary; Martha Brown, recording secretary, and Jesse Baum, treasurer. Mrs. Karen Gillespie was faculty adviser.

DELPHI HELLENIC SOCIETY

NINETEEN FORTY-NINE marks the twentieth anniversary of the Delphi Hellenic Society. The purpose of the Delphi Hellenic Society is and has been since its inception in 1929 to promote intercultural relations among the students of New York University with emphasis upon the appreciation of Greek culture.

All students of the University are eligible to participate in the Society's actiivities. Meetings are usually held on informal basis in one of the student lounges.

This Society has a widely diversified social agenda. The program for this year included theatre parties, and concert parties for those of a classical bent, dances with other clubs for those who desire social life, and picnics and intramural sports for the athletically inclined. The highlight of the year was the annual Christmas Party.

Doctor Procope Costas of the Classics department acts as faculty advisor to the Society.

One of the many facets of the club's activities is *The Delphian,* one of the outstanding periodical club publications in the School of Commerce.

The Delphi Hellenic Society of New York University is a member of the Greek Collegiate Societies of Greater New York. One of the Delphi Hellenic's proudest achievements was a $500 donation to the New York University Law Center, the first time an undergraduate body has made a donation to the University.

ECONOMICS SOCIETY

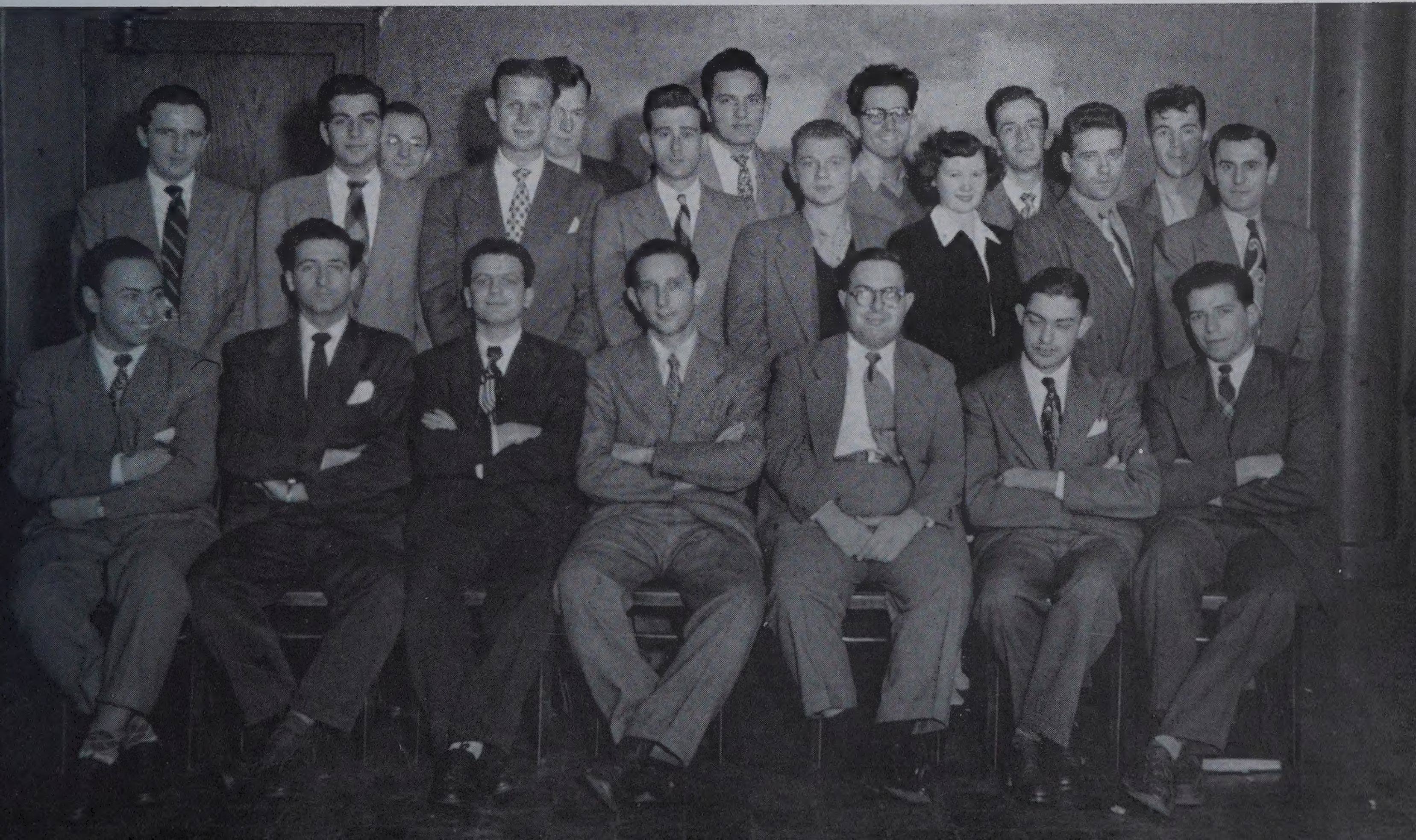
THE Economics Society was established in 1933, under the guidance of Dr. Walter Spahr, Chairman of the Economics Department. The group was active up until 1941, when it disbanded because of the war.

Reorganized in 1946, the Economics Society's purpose is to stimulate an interest in economics among students, and to help them to probe a little deeper into the vast knowledge of the field of economics. That it has helped is indicated by the academic results of the society's members. All of its forty-one members maintained averages of "A" or "B" in economics, and many of them were on the Dean's list.

In keeping with the Society's program of expansion in activities, a number of prominent practicing economists, from various fields, labor, management, government, as well as faculty members were invited to appear at monthly meetings and present informal talks. During the past term twelve guest speakers addressed the society.

In an age when economics is playing an increasingly important part in the everyday life of nations and individuals alike, the society is steadily succeeding in making more students conscious of economics. Under the able leadership of president Irving Trachtenberg, vice-president Harry Kupitz and secretary-treasurer Harry Edelstein, the society's membership has more than tripled.

Most of the members plan to enter graduate work and many seek assistantships at NYU and other colleges. The club's only social function was the annual dinner in May, at which their favorite subject was the topic of conversation. Mr. Marvin Levine was adviser.



FOURTH ESTATE CLUB

FOURTH ESTATE CLUB, having been re-activated five semesters ago after an uneventful seven years, is dedicated to the idea that a good newspaperman is an informed newspaperman.

In order to keep the men and women who were interested in journalism informed, the organization scheduled elaborate activities during the Fall and Spring terms, including its annual "Professors' Bull Session."

Other activities included two current events forums; speeches by Hal Boyle, feature writer of the Associated Press, and A. J. Liebling, dean of American newspaper critics; a trip to *The New York Times* newspaper plant; contests to encourage fiction and non-fiction writers; and the publication of the club organ, *The Galley Sheet.*

The club also sponsored the Jean Kocivar Award. This is an annual key award for juniors given to a journalism student who excelled in extra-curricular activities, and who maintained a high scholastic average. The junior's name was to be inscribed on a gold cup, bearing Miss Kocivar's name.

SALES ASSOCIATION

WITH a membership of seventy-five members the Sales Association has come to life this term to fill a long-felt need in the School of Commerce.

Founded by Marvin Ticker, who approached the Marketing Department with a proposal for an organization meant to cater to sales-minded students, the objectives of this infant organization are to disseminate information on new developments in the field of sales, and to secure employment for undergraduate and graduate Sales Association members. Professor Gross gave additional momentum to the idea, as faculty advisor, and the entire marketing department was equally enthusiastic to Mr. Ticker's proposal.

Working with Norman Tanner, Edward Finch and Francis Schlactman, founder Marvin Ticker secured Morris I. Pickus, president of the Personnel Institute, as the first speaker, and the venture met with immediate success. Subsequent meetings drew large groups to hear such men as Fen Doscher, president of the Sales Executive's Club, and E. O. pany, and today the Sales Association is a dynamic and still-growing Hand, vice-president in charge of sales for the Cluett-Peabody Comforce in the school.

Students who intend to enter a career in the selling field will find this group a great help in keeping them informed on the current trends in salesmanship. The Marketing Department cooperates with the Sales Association to the fullest degree.

INTERCLUB COUNCIL

ESTABLISHED for the purpose of promoting student interest in extra-curricular activities, the Interclub Council represents all the clubs chartered by the School of Commerce. In carrying out its aim, the Council sponsors an annual "Club Week," at which time the organizations conduct recruiting drives.

The Council is composed of the president of each recognized club at Commerce. These officers in turn elect their own executive body. Regular meetings are held twice a month at which time comments, criticisms and suggestions are offered to individual clubs or clubs in general.

Interclub News, a monthly publication of the Council, serves as an organ of publicity and information for all member clubs. Member clubs of I. C. C. also are permitted to use the publicity facilities of the Student Service Organization.

In recognition of the major parts that clubs play in the extra-curricular activities at the School of Commerce, the President of the Interclub Council has a non-voting seat on the Commerce Student Council.

Matters pertaining to clubs, that are brought before the Student Council, must first be discussed by the I. C. C.

The officers of last term were: president, Monnie Monassa; vice-president, Wallace Davidson; recording and corresponding secretary, Warren Reich; publicity director, I. Peggy Moses; publicity committee, Dave Green and Warren Reich.

VARSITY GLEE CLUB

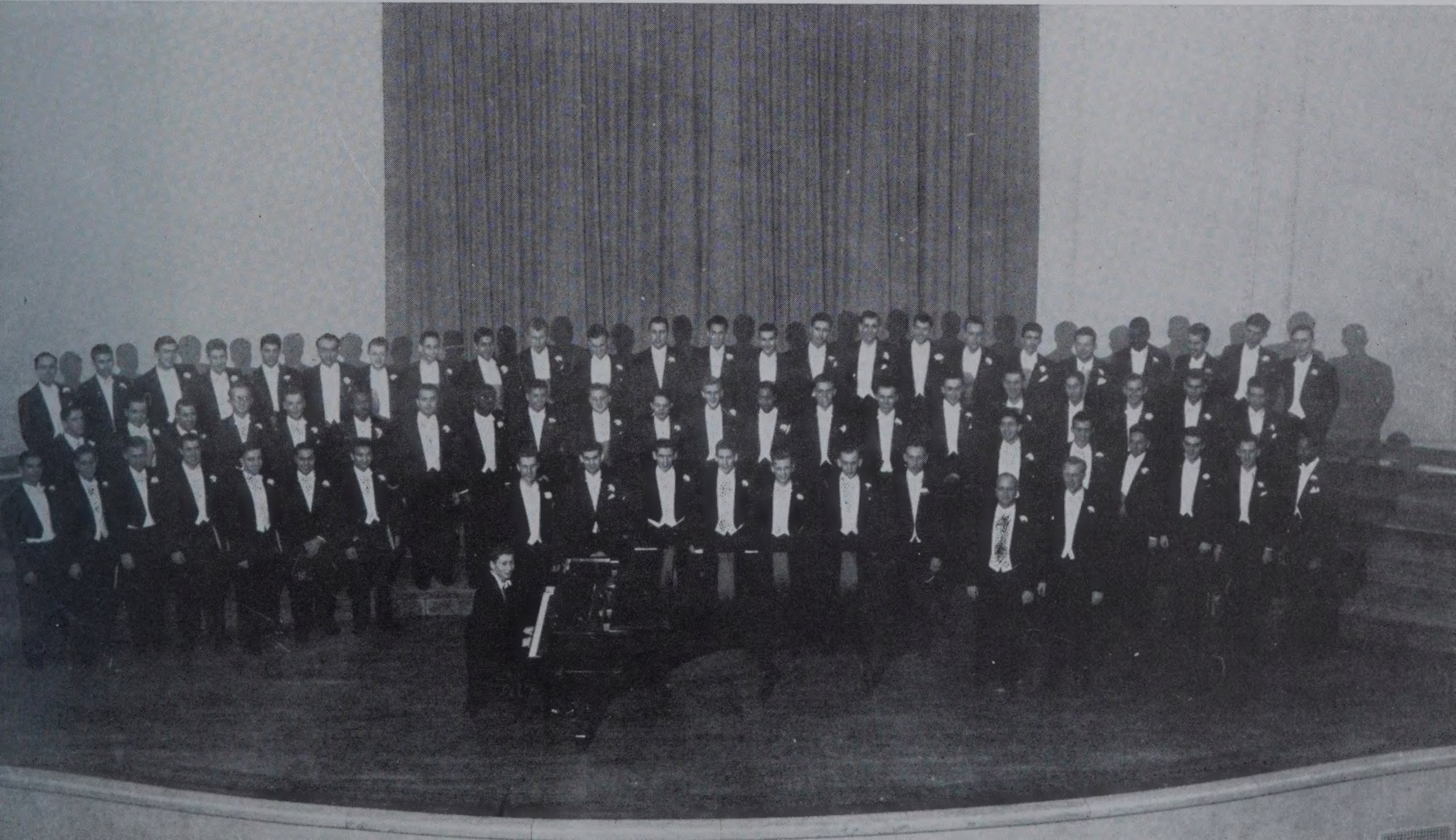
The Varsity Quartet

CHARACTERIZED by the singing of such works as Haydn's "Seasons" and Bach's "B Minor Mass," New York U. Varsity Glee Club has just completed the sixty-sixth year of its history. The seventy men of the Club participated in three major concerts during the school year.

The Varsity men joined the Vassar College Glee Club at Town Hall in December 1948 for the NYU Annual Town Hall Concert. Last March, at the New York Oratorio Society, the men of the Club sang the uncut version of Bach's "B Minor Mass."

At Glee Club Camp, in Pennsylvania's Pocono Mountains, "Cox and Box," the Gilbert and Sullivan operetta, was given by three of the Club's older members. November performances at University Heights were televised.

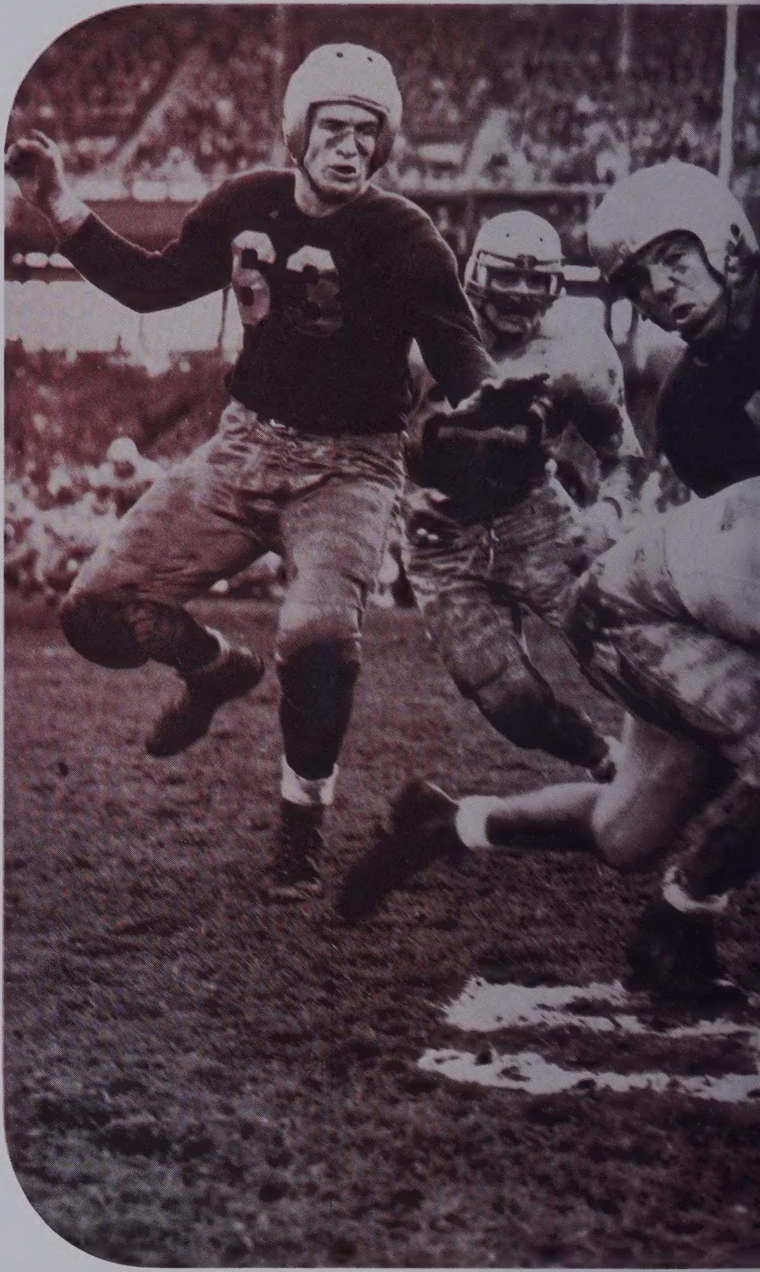
The officers of last term were: co-managers, Alfred Gitman and Sheldon Gitman; librarian, Fred M. Woddberry; student accompanist, Jesse Goldberg; director, Professor Alfred M. Greenfield; assistant director, Edmund P. Allison; graduate manager, Charles L. Burton.



"A Time t

VILLANOVA
PENN STATE
NYU
NYU

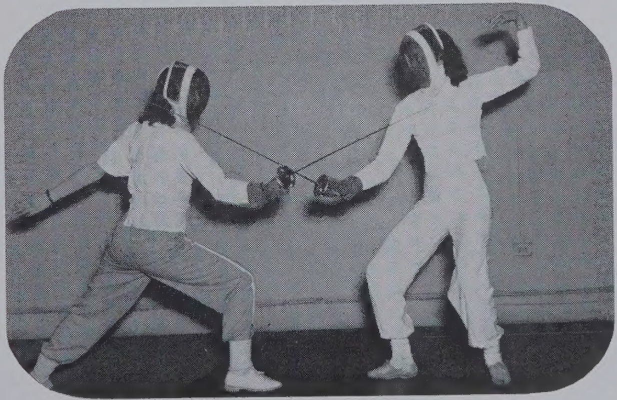
From the end-balcony fan hysterical over a last-minute Violet set shot bringing victory in basketball, to the N. Y. U. rooter sadly leaving the Polo Grounds after a gridiron drubbing, ath-



ATHL

Remember"

letics form an important share of times to remember. Who can forget the pulse-pounding 1946 32-28 win over Fordham in football or the glee over a last-second basketball triumph?



ETICS

The 1948 Varsity: top row—Irv Mondschein, William Clarken, Richard Kachakski, Alan Hopewell, George Stark, Leo Parshotsky, Mike Fazio, Otto Marcolina, Frank Ambrosia, Charles Maikish, George Lorentz. Middle row—Joe Novotny, Joe Rogoff, Philip Cox, Bill Payne, Russ Girolamo, Jack Fogarty, John Vergari, Richard Weyler. Front row—James Scaringe, Joe Quinn, George Diehl, Bob Scolpino, John Krachta, Vincent McGinley, Dante Gionta, Ernest Bauerle, Nick Copawegro, Frank Sukana, Jerry Eisenman, Louis Cusumano.

VARSITY FOOTBALL

CHANCES are that ten or fifteen years from now when you glance at the record posted by the 1948 Violet football team, you're apt to say: "Humph! Won 3, lost 6. What a season that was!" And you'll be right, too. But you'll be just as wrong if you look only at the record and not behind or into it, for the year 1948 was far different from any other in the long history of the gridiron.

Starting out with only 29 varsity candidates drilled in the T-formation at the Lake Sebago training camp, it soon became apparent that as long as the Violet first team could remain upright it would perform creditably. The line, fashioned by George McGaughey and Ralph Furiel, had a bristling appearance. At the tackle slots were Captain Dante Gionta and Mike Fazio; at guards, Otto Marcolina and Alan Hopewell; at the end positions, George Lorentz and Irv Mondschein. The center spot was held down by Frank Ambrosio. The backfield had Jerry Eisenman at quarter, sophs Bill Payne and Jack Fogarty at the halfs, and Joe Novotny at fullback.

Despite crippling injuries, the lack of a varsity house, the absence of adequate transportation and hours that did not permit the team to practice together, Coach Mylin did a remarkable job with his 29 men.

Opening against Cornell at Schoellkopf Field, Ithaca, on September 25, 15,000 fans saw an undermanned Violet squad struggle to a valiant 20-6 half-time score before being submerged 47-6 in the wake of a steady stream of Big Red reserves.

Outstanding for Lefty James' Cornell crew were Lynn Dorset, who pitched strikes all over the field, and big Hillary Chollet, the game's high scorer. The Palisaders' lone tally came in the last minute of the first period, Jerry Eisenman and Moon Mondschein collaborating on an 86-yard aerial that was one of nine completed passes.

The following week the Violets traveled up to Springfield and lost a heartbreaker, 3-0, on a 14-yard field goal by Keith King late in the fourth quarter. The fierce charging Palisader forward wall forced the Maroon to play defensive football during most of the sixty minutes, and it was only their booming kicks that kept them out of trouble.

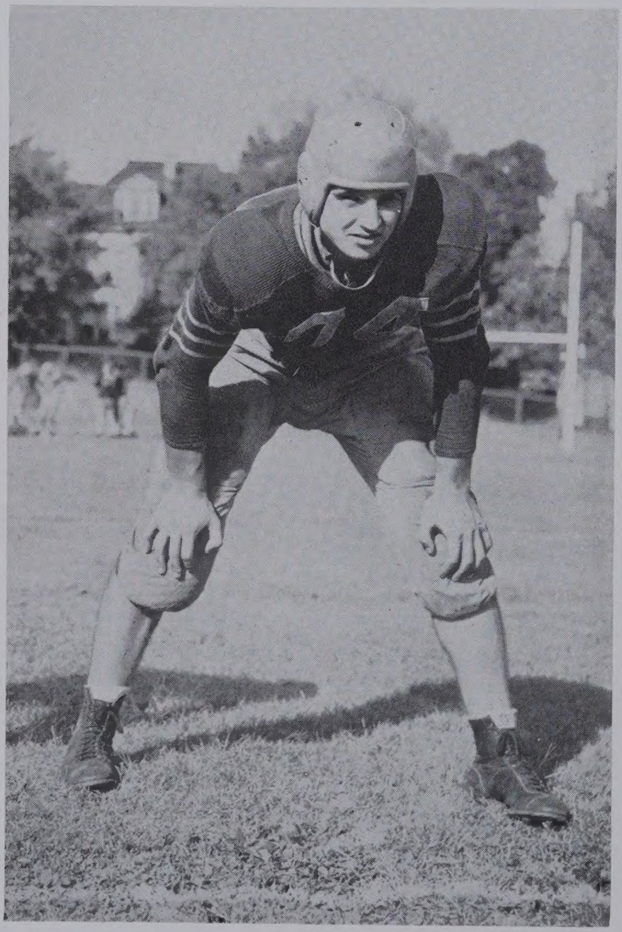
In the second period a 30-yard Eisenman to George Lorentz pass gave the Violets a scoring opportunity, but the Hall of Famers' attack stalled on the Springfield 35. A few minutes later Mondschein recovered Al Dagostino's fumble on the Maroon 18. Bill Payne carried to the 5 for the deepest Violet penetration of the afternoon, but an Eisenman pass was intercepted by Ed Stoeckel in the end zone for an automatic touchback.

NYU's magic spell over Brooklyn College was kept intact on October 9, when the Violets won their fifth straight over the Kingsmen and first of the season in an arc-light fray, 21-7, at Ebbets Field. A gathering of 14,100 looked on as Payne's wide sweeps and pass receiving kept the boys from Flatbush constantly off balance.

With the Violets trailing 7-2 early in the third quarter, Payne took a short pass from Joe Quinn and galloped 25 yards to the Kingsmen's 19.

Coach "Hook" Mylin. A sparse bench wah his greatest problem and the Violet's worst handicap.

Mike Fazio, tackle.



Three plays later Joe Novotny cracked left guard to score and give New York an 8-7 edge. Lorentz carried around right end for the extra point. The Violets tallied first when Mondschein blocked a punt by Sam Bottone and fell on it in the end zone. Brooklyn came right back with Jerry Edwards "bulling" his way up the middle for a 65-yard touchdown. Later, Payne swept his right end for a score, and on the last play of the third stanza Jack Fogarty added the clinching counter via a 53-yard run.

Led by George Sulima, John Toner's southpaw slants, and Bob Boucher, Boston took a 14-7 lead in the second period after scoring first in the opening quarter as the result of two of six Violet fumbles. After the first fumble by Payne, the Palisaders held on their own 39. A few seconds later he fumbled again, almost in the same spot, and the Terriers tallied in two plays, Pat Giorado carrying it over from the 25. A pass interception by Novotny near the close of the first stanza led to the Violet score. Novotny snared a toss on his own 40 and raced to the Boston 15 before he was stopped. Five plays later, after a first down, he went over on a buck through the middle.

Otto Marcolina's block of Bernie Rosen's attempted placement was the deciding factor in the Lehigh game. Trailing by 20 points in the third period, the Violets struck for two quick tallies, picked up another in the fourth and converted all three times to beat the Engineers, 21-20, before 8,000 fans at Taylor Stadium in Bethlehem, Pa., on October 30.

Payne, who sparked the Palisader attack, took a Lehigh kickoff on his own 15 early in the third quarter and swivel-hipped up the middle of the field and across the goal line without being touched. Less than 10 minutes later, Novotny intercepted a pass and threaded his way 43 yards for the second touchdown. The tying score was set up by Payne when he returned a Lehigh punt to the Engineers' 29. Joe Quinn whipped a strike to George Starke, who caught it as he dove into the end zone. Dick Wayler was the Violet extra-point specialist.

Traveling down to Washington didn't help the Violets much, but they made 7,500 fans gawk with admiration at their superlative defensive play before succumbing 13-6 to Georgetown. The Hoyas scored first in the opening period while the Violets had to wait until the close of the game for their score. With but 45 seconds remaining, Fogarty, who should have been exhausted after punting eleven times for an average of thirty yards per kick, dashed ninety three yards to the Georgetown two yard stripe. On the next play, Eisenman hit paydirt on a quarterback sneak.

"We didn't come North to lose, especially in our 600th game," yelled Rutgers, as they moved into the Yankee Stadium to battle the Violets on November 13. And they didn't lose. They won,

George Lorentz, end.

Dante Gionta, The going was tough.

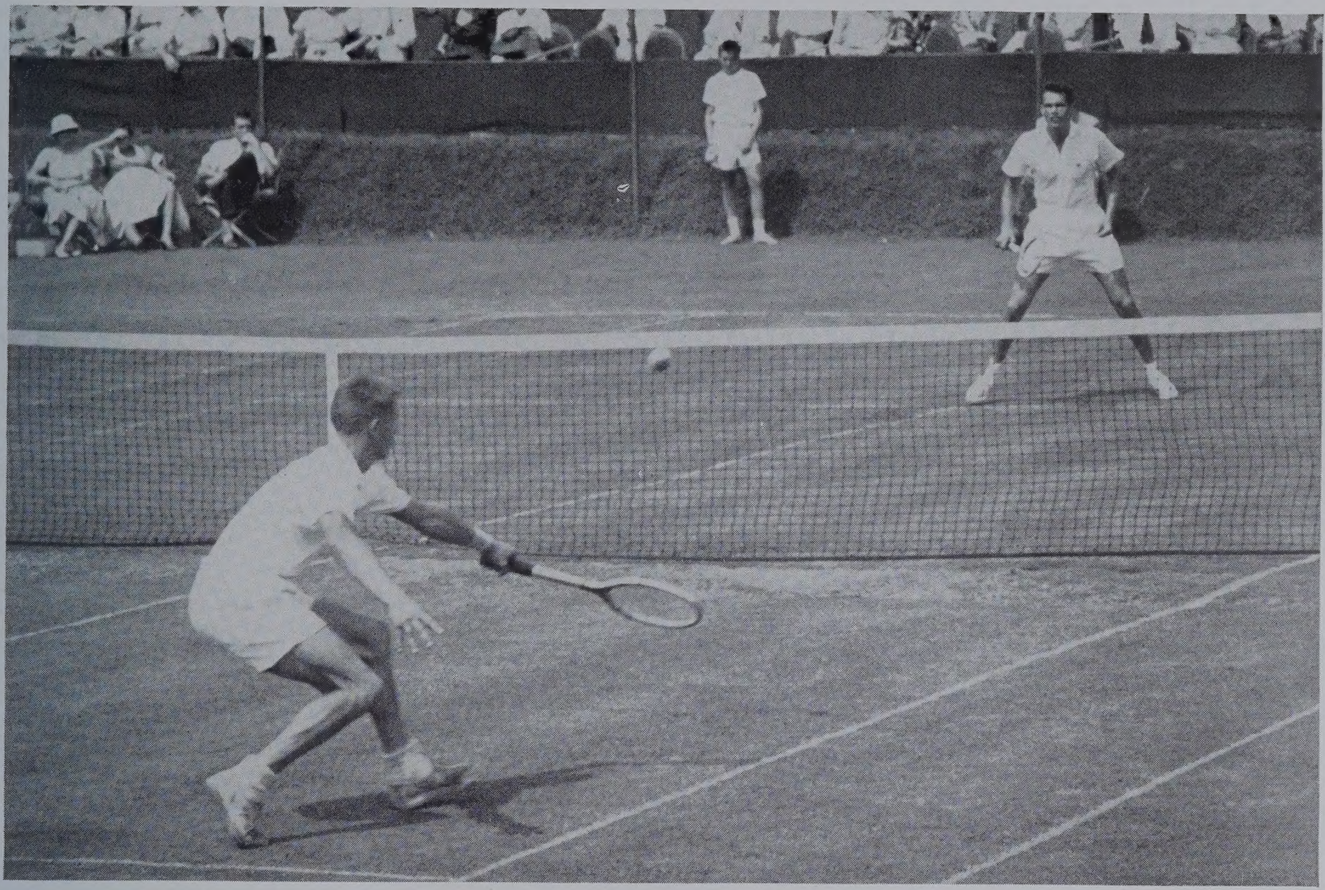
40-0, but only after a Palisader team, completely battered and bruised and unable to match the Scarlet's reserve strength, held the boys from the banks of the Raritan to a 6-0 halftime score in a contest that might have turned out to be one of the biggest upsets of the year.

The Violets bounced back for win number three the next time out and routed the Kings Point Merchant Marine Academy, 35-6, before a crowd of 5,000 at Tomb Field in Long Island. The Palisader defense allowed the Mariners seven first downs and a combined rushing and passing yardage of only 119. The star of the contest was brawny Joe Rogoff, who stifled Kings Point thrusts repeatedly and blocked two kicks to set up Violet tallies.

November 27th's annual Battle of the Bronx at the Polo Grounds seemed little more than a mild skirmish to the 26,000 spectators, as Fordham's dazzling speed proved too much for the Palisaders. Punching over touchdowns in every period but the last, Langdon, winner of the Madow Trophy, Viracola, Andy Lucak, Al Pfeiffer and Dick Doheny led the Rose Hillers to a 26-0 triumph.

Viracola caught Lorentz' opening kickoff on the 9 and returned it to the 31. In seven plays, Fordham had their first score. After that there was little to stop them as they ground out 253 yards by rushing and 66 yards passing. The Violets appeared to be on their way to a score in the third period when a 35 yard Quinn to Taylor aerial was completed, but the attack stalled.

OOPS! It's slippery.



TENNIS

DOUBLING in brass as head mentor of the New York University tennis team and instructor of English at Washington Square College, Gerald B. Emerson has been turning out superior net squads for the school since 1926.

Although he lost two standout performers through graduation, Emerson's squad did well with an 8 to 3 season against some of the nation's top-flight college teams. The Violet schedule included Brooklyn, Adelphi, Queens, Temple, Fordham, U. S. Merchant Marine Academy, Pratt, City, Columbia, Springfield and Army. The three defeats were suffered at the hands of the latter three schools.

Captain Desmond W. Margetson and Ted Pine paced the team that included such fine operatives as Ed Wilowski and Don Augus.

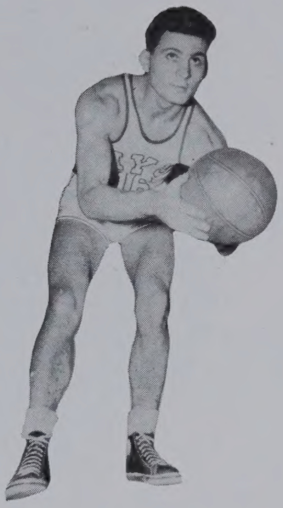
The 1948-49 Varsity: top row—Irwin Golden (manager), Robert Sumin, William Jensen, James Hendry, Daniel Quilty, Stanley Lampert, Ralph Tustin, Norman Lewin (manager). Front row—Robert Derderian, Richard Kor, Joseph Dohlon, John Barry, Abraham Becker, Joel Kaufman.

VARSITY BASKETBALL

FROM unseasoned sophomores to sophomore sensations to cinderella kids and back to unseasoned sophomores—that sums up the basketball season for the 1948-49 Violets. They were mostly a team of unknown kids without college experience who caught the fancy of the spectators, but lacked the necessary seasoning to qualify as a top ranker. Their 12 won, 8 lost record was a tribute to their hustle and spirit.

In their opener, NYU ran into virtually the same Baylor team that had beaten Forman, Lumpp, Schayes & Co. in the Olympic trials the previous year. But the underdog Violets surprised the 16,132 spectators at Madison Square Garden and whaled Baylor 67-47 with Joe Dolhon and Joel Kaufman, the team's only veterans, pacing the hard-driving Cannmen.

Colgate sneaked by the Violets 64-63 in the next game, when the Upstaters' Curt Norris stole the ball with 4 seconds remaining in the game and dropped in a desperation shot as the buzzer sounded. The Violets appeared to have had the game well in hand, after driving from 12 points back, but Colgate was not to be stopped. High man for NYU with 20 points was Bob Derderian, while Ernie Vandeweghe meshed 27 to lead the Red Raiders' attack.



Derderian was invincible as he poured through 22 points to lead New York to victory over Georgetown, 70-59. With the game tied 45-45 at the eight minute mark in the second half, the Palisaders began to click from the outside and ran away from their opponents.

Down 18 points with 13 minutes to go, a tremendous NYU rally barely fell just short as Texas nipped the Violets 58-57. Four times in the last 20 seconds the Violets stole the ball, but their easy shots went wild. Diminutive Slater Martin, Longhorn All-American, was the spark of the invaders' offense and defense.

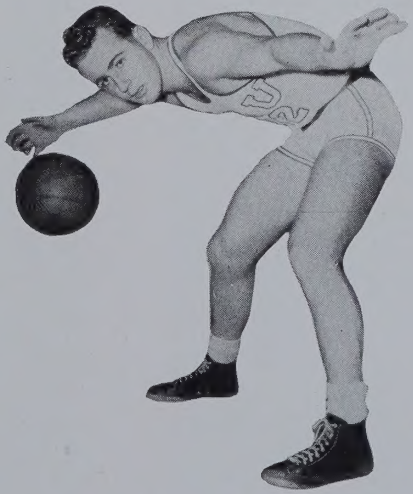
Bouncing back, the Palisaders ran Georgia into the ground 83-72, with a second half scoring spree that netted 19 points in the first five minutes. Led by Bob Healey and Joe Jordan, the Georgians were a smooth-working quintet until the Cannmen began to hit from all over the court.

Even Tony Lavelli, the most prolific scorer in Yale history, could not stop the Violets from winning 76-67. The Violets trailed from the first minute of the first half to the sixth minute of the second half, but once they were out in front they were never headed.

With a six point lead, and five minutes to play, NYU stopped driving and was edged by Colorado 68-65. The Buffaloes had a tremendous height advantage and made use of it, as tempers flared, and players squared-off in this hotly contested game.

Emptying its bench, NYU routed an aggressive, eager, but weak-shooting Connecticut club, 70-51. The UConns, who had a 7 and 2 record previous to this encounter, took nine more shots from the floor than the Violets did, but sunk eight less field goals.

An undefeated North Carolina team came North to be clipped by the Palisaders 72-48. Blonde Bill Jensen controlled both boards, Dolhon



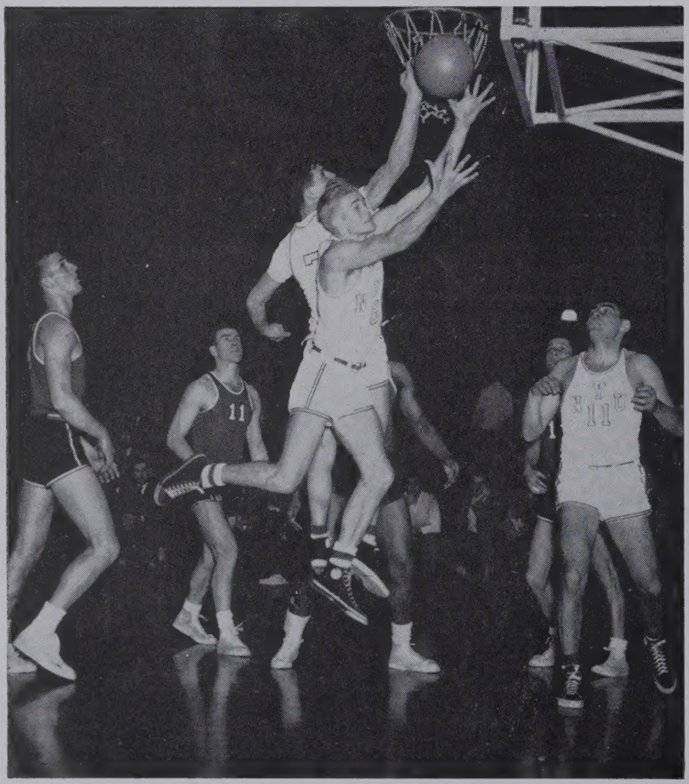
Coach Howard Cann.

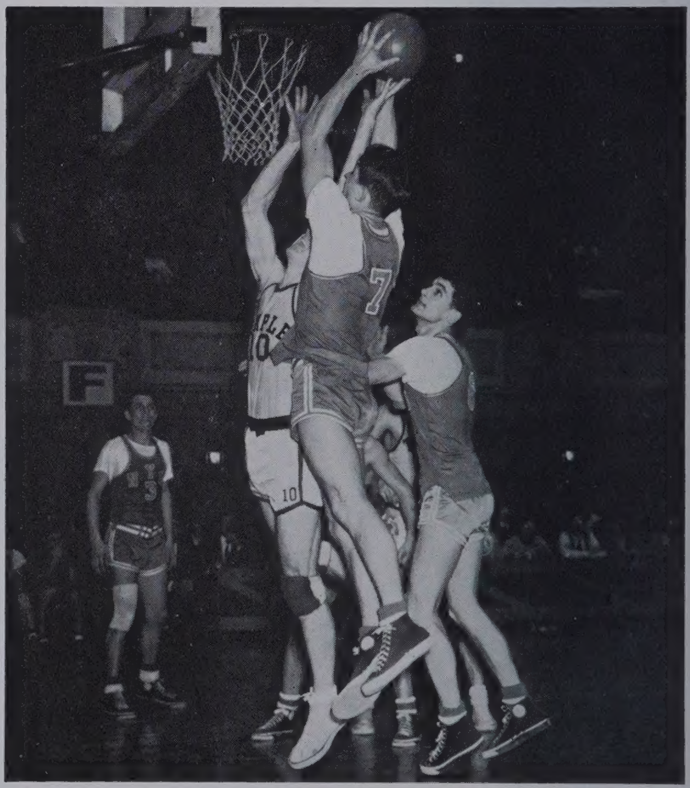
scored 19, and Kaufman 18, as the Violets took an early command and coasted. N. C. was plagued by sloppy ball handling, and missed a dozen easy shots.

Holding the Orange of Syracuse to only 9 points in the first half, NYU won handily 68-45. The visitors Royce Newell, 6′8″, held a six inch height advantage over Violet Jensen, but the latter had complete control of both boards. Syracuse's miserable showing chased the spectators home early that evening.

The cagers then traveled South to play Duke at Durham, North Carolina. This proved to be a mistake as the Blue Devils, capitalizing on the many mistakes of a totally inept Violet five, won in a surprise 73-44 rout. This was the worst defeat the Violets had suffered since their 91-60 drubbing by CCNY two years previous.

Twelve points behind with six minutes to go, the Violets tried desperately to pull the Manhattan game out of the fire, but the rapidly tiring Jaspers held on to win 59-56. Bob Kelly netted 27 points to lead the Green to its first victory over the Violets since 1937.





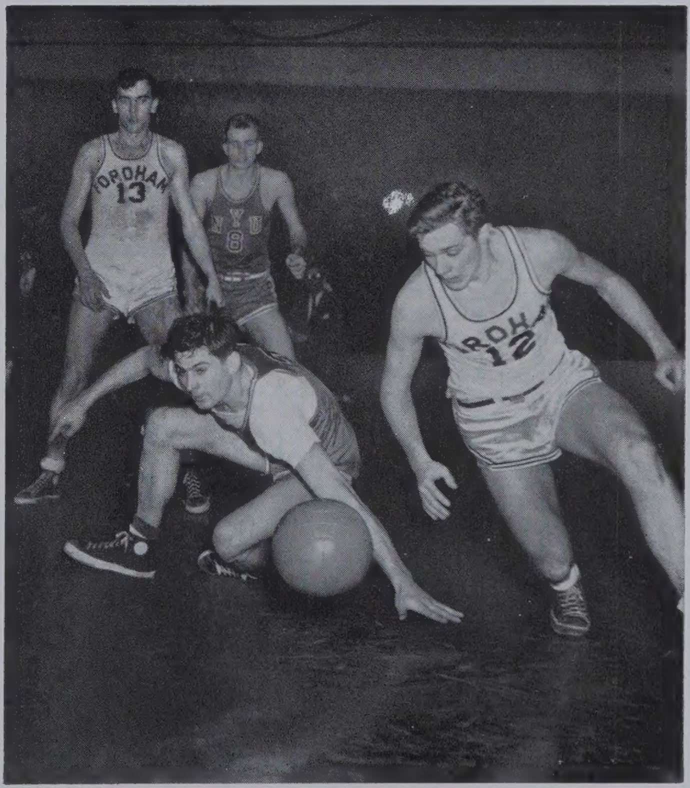
Fifty-three points ahead several minutes before the final buzzer, NYU mutilated Brooklyn College 91-52. Six men hit double figures as Coach Howard Cann put every man in the game. This was the thirteenth straight time NYU had beaten the Kingsmen.

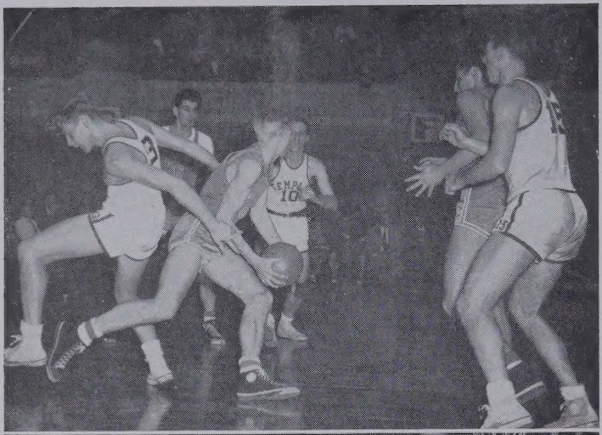
Joe Dohlon and Rutgers' Andy Sivess traded punches as the Violets trounced the Scarlet 82-65 in a wild contest. The leading scorers were Rutgers' Bucky Hatchett, 25, New York's Kaufman, 21, and Dick Kor, 19. In the final two minutes the Violets would score, intercept passes, and score again.

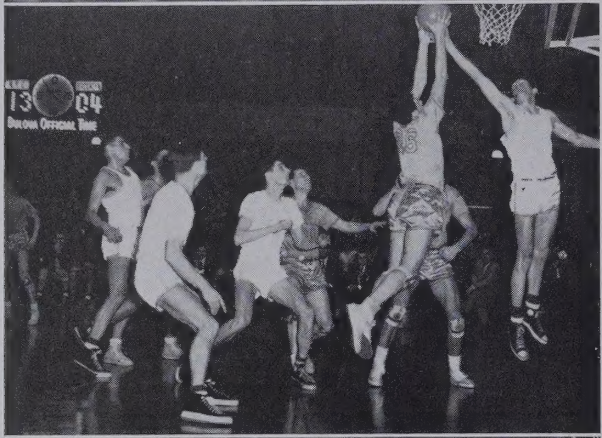
Tying a Convention Hall record for a visiting player as Joel Kaufman sank all ten of his foul attempts, NYU triumphed over Temple 67-55. Abe Becker was high scorer for the Hall of Famers in a game which was close until the final few minutes.

Captain Joe Dolhon.

Tricky Dick McGuire put on an amazing exhibition of court work as St. John's topped New York U. 71-64. Both teams were tense and played brilliant and blundering ball alternately as the Red-







08 15
Bulova Official Time

men were triumphant in the traditional intra-city rivalry.

Notre Dame's Fighting Irish, trailing at half-time 32-36, surged back to a 71-66 win over NYU. Leo Barnhorst paced the Irish attack with two long sets to break up the game in an exciting finish.

A supposedly easy game turned into a "corker" as the Violets just managed to trip Fordham 57-51. The contest was tied at 49-49 with four minutes to play, when the Cannmen pulled away. Dolhon was awarded the first "Maroon Quill" as the game's outstanding player.

Avenging defeats piled on by City College in the last three years, NYU surprised the tourney-bound Beavers with a 65-52 upset. It was a hard fought game in which the Violets forced Nat Holman's charges into numerous errors. Trailing at the half by one point the Violets came through with second half spurts of 11 and 8 straight points. An unusual twist was a Violet freeze with fifteen minutes remaining to play to drive out CCNY's defense.

In a precedent-shattering move the National Invitation Tournament invited the Palisaders to join eleven other teams for its first twelve team tournament. Bradley, displaying too much speed and accuracy eliminated NYU in the first round 89-67.

New York City's basketball writers picked Kaufman and Dolhon for the All-Met team, in the post-season balloting. Abe Becker was chosen for Honorable Mention on the squad.

The 1948 Varsity: top row—Lawrence Howard (coach), Hocheiser, Schultz, Tomlinson, Taussig, Stewart, Wolf, Ominsky (assistant coach). Front row— Tarshis (assistant manager), Schuster, Hulsman, Matz (captain), Rucker, Nicols, Sieglebaum (manager).

WRESTLING

WINNING six matches and losing but two, New York University's matmen, under the guidance of Coach Larry Howard, compiled a fine seasons' record. Captain Bobby Metz, one of the outstanding wrestlers in the New York area, was shackled by injuries in the latter part of the year, and his loss helped to put the team out of the undefeated class.

With Bill Taussig, '49 Metropolitan junior and senior 165-pound champ, and Abe Schuster, 120 pounds, anchoring the squad, N. Y. U. moved through their opposition.

Howard Wolfe, a sparkling heavyweight, set a new Metropolitan time standard for a quick pin when he held his opponent from Brooklyn Poly for the required count in just 42 seconds of the first period.

The 1948-49 Varsity: top row—Emil von Elling (coach), Larry Ellis, Bill Gruninger, Reggie Pearman, Ron Lennox, Stanley Lampert, Otto Marcolina, Austin Scott, Paul Michael, J. Castro, Joe Healey (assistant coach). Middle row—Thomas O'Brian (manager), Irv Mondschein, Bob Freeman, Bob Hatch, Bruce MacDonald, Joe Leland, Jack Futoran, Jay Feidelseid, John Goodman, Bill Payne, Bob Karasik. Front row—Bob Feinberg, Armand Osterberg, Frank Svoboda, Ira Kaplan, Sutton Titus, Royal Chernock, Hugo Maiocco, John Nelson (captain), Edward Marks, Hartley Lewis.

VARSITY TRACK

IN 1948-49, track and field sports had one of its most active and outstanding years. It was a season when many of the stars shone with brilliance while others were obscured by the clouds of chance.

Harrison Dillard, world record holder in the high hurdles, after failing to qualify in his specialty at the Olympic trials, went to London as a sprinter and defeated the world's best at 100 meters. Many others who were relatively unestablished as champions eventually became Olympic winners.

Mal Whitfield, half-miler; Bob Mathias, decathlon man; Roy Cochran, 400 meter hurdler; Jim Fuchs, shot-putter, and numerous foreign stars, notable among them, Arthur Wint, were not the dominating figures in their respective events.

Our own Reggie Pearman who ruled the 880, Irving "Moon" Mondschein who was three times National Decathlon champion, Jeffery Kirk, 400 meter hurdler, Charles Fonville, the world record holder in the shot put, and Herb McKenley, the 400 meter world record holder, were the pre-Olympic favorites. For various reasons, none were able to wear the laurel. But these were just a few of the astounding upsets.

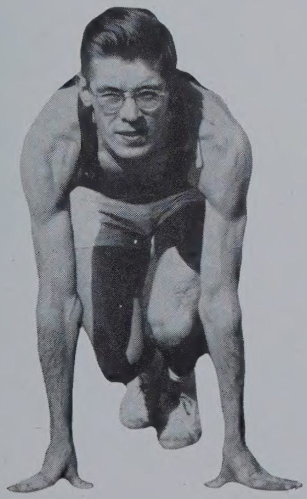
Bringing things closer to NYU, aside from Pearman and Mondschein, our only Olympic hopefuls, our track team was affected by the uncertain quality in the atmosphere, and performed as erratically as did the aspiring Olympians.

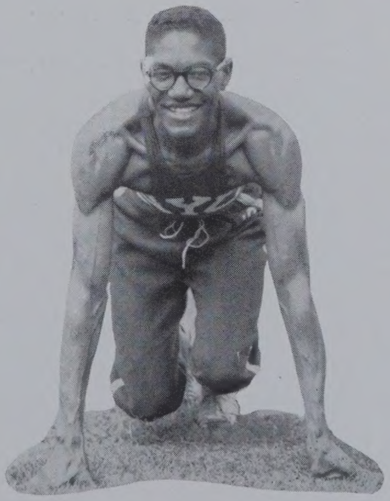
With a stunning and encouraging victory in the Seton Hall Relays on April 17, the Vonmen appeared to be off to the proverbial flying start. Johnnie Nelson, Hugo Maiocco, Jim Gilhooley and Reg Pearman competed in both the sprint medley and one mile relays and established new records in both events. All of the best eastern relay teams competed.

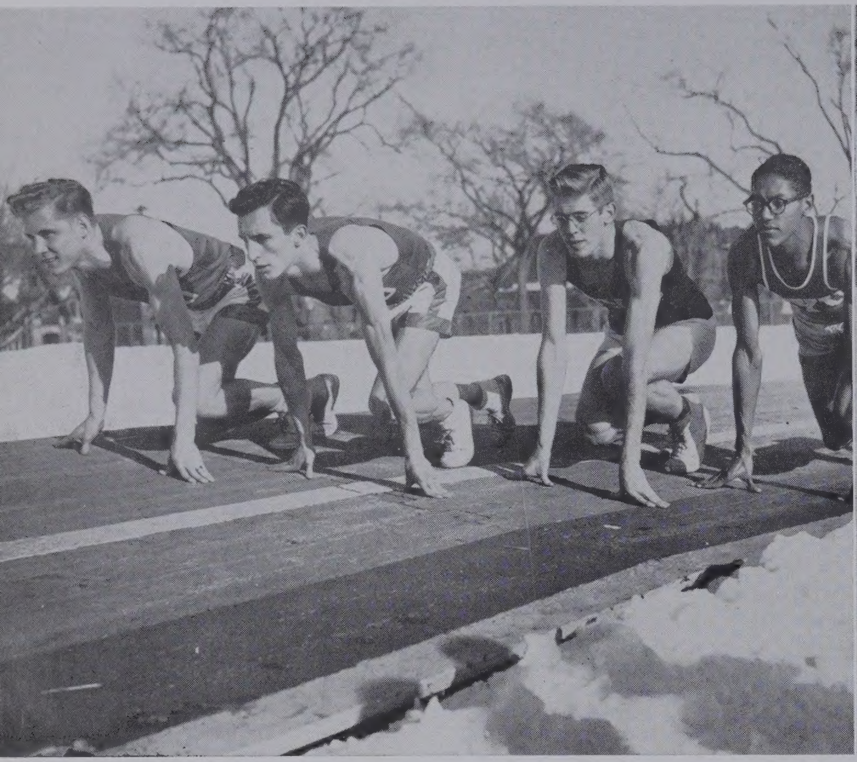
Homer Gillis, Warren Halliburton, Frank Svoboda and Ira Kaplan, running in the 440 yard and 880 yard relays took both events, setting a new record in the 440. The portents were for a spectacular year.

One week later at the Pennsylvania Relay Carnival, injuries put the 880 and 440 yard relays down. A sad mistake in the sprint medley (putting the two best teams, Michigan State and NYU in different sections so that they did not compete against each other) caused the Violets to lose by two seconds. Reggie Pearman, a brilliant competitor but an indifferent "clock-man," was far in front of the others on the anchor leg and ran only to win, forgetting about the importance of time. But on the following day the same team of Nelson, Maiocco, Gilhooley and Pearman came back to win the one mile relay in the year's fastest time, 3:15.5. This is a new university record for that event.

Irv Mondschein, who had been jumping well the previous season, made his first appearance in the Penn Relays and took second place in both the high and broad jump events. In the shot put, Stanley Lampert finished second to the great Fonville.







IC4A One Mile Relay champions. Captain John Nelson, Hugo Maiocco, Jim Gilhooley, and Reggie Pearman.

Pearman looks strange as a horizontal athlete.

It was Lampert who in a dual meet with the New York Athletic Club the following week, tossed the iron ball 55 feet 11 inches for a new university record.

The Metropolitan Intercollegiate Track and Field Championships was won by New York U. for the tenth time. This victory was the seventh consecutive one, and it made Coach Emil Von Elling a mighty happy man.

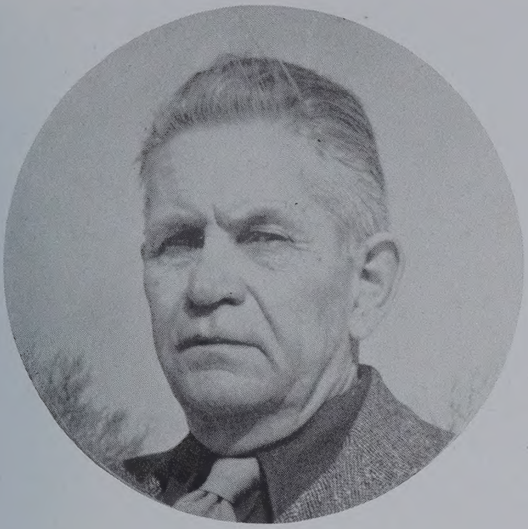
The meet was won with 101 points, compiled from a host of seconds and thirds and eight firsts.

Mondschein won the high and broad jumps, Nelson the high hurdles, Pearman the 880, Gilhooley the 440, Lampert the shot, Osterberg the two mile run, and Nelson, Maiocco, Gilhooley and Pearman the one mile relay.

After these victories the Vonmen went to the IC4A Championships and lost to Yale by 2½ points, 35½ to 33. Reg Pearman won the 440 in 0:47.6 after arriving late and having little warm up, but failed in the 880. Lampert won the shot put, and Irv Mondschein set a new intercollegiate high jump record of 6 feet 6 and seven-eighths inches. After a few incidental meets, the team took a long rest, ran cross-country and came out for the '49 indoor season.

Minus Johnnie Nelson who had pneumonia, Mondschein who had consumed his indoor eligibility, Reg Pearman who was badly spiked at the

Frank Svoboda, indoor captain.



Coach Emil von Elling.

Olympic trials, and Halliburton and Gillis who had graduated, the team went after its first indoor title.

On January 5th, the Metropolitan AAU Championships were easily won with 33 points. Soon after that, Ira Kaplan sped to fame by defeating Harrison Dillard, the Olympic champion at 100 meters, in the Columbus Council Knights of Columbus sprint series. Ira was victorious in the 60 and the 100 yard dashes, but he lost the 80 to Dillard.

The Senior Metropolitan Championship was a thrilling affair, with New York U. eking out a victory over Manhattan College, its traditional track rival. Ira Kaplan won the 60, dependable Armand Osterberg captured the three mile run, and Gilhooley won the 600 in the excellent time of 1:13.7.

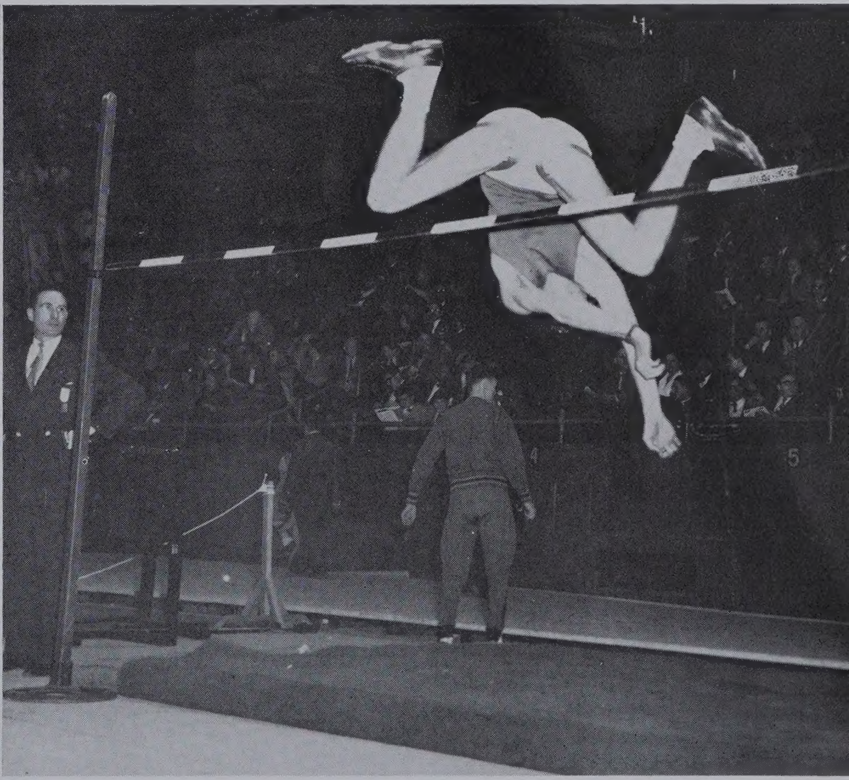
After a couple of meets at Philadelphia and Boston, Nelson who had just returned to the team was spiked and forced out for the rest of the season. With Ira Kaplan in Nelson's lead-off spot, the one mile relay team won at Boston when Kaplan set them off with a commanding five yard lead.

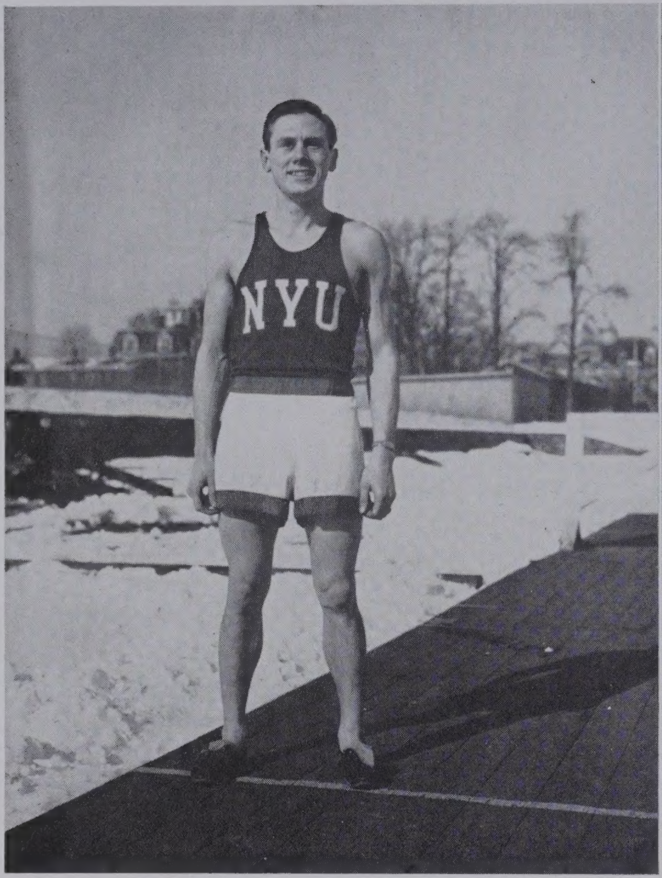
The team did not do well in the Millrose Games late in January. Pearman's injury proved troublesome and he couldn't get started in any of the cup races. Jimmy Gilhooley gained an unimpressive third in the 600. With this unfortunate background, the team entered the Metropolitan Intercollegiate Championship.

Big Jim Gilhooley comes through.

NYU
VILLANOVA
YALE

Is this high jumping?





Cross-country captain, Armand Osterberg.

Lampert gives a "big substantial push."

This proved to be a successful meet, for the Violets bloomed and defeated Manhattan 73½ to 67, winning the sixth title in seven attempts. The star of the meet was Jimmy Gilhooley, who set a new world record for a flat floor 600 yard run. He flew the distance in 1:11.8. Six other firsts plenty of seconds and thirds made up the 73½ point total.

After the "Mets" the one mile relay team invaded Boston and the Kaplan, Titus, Gilhooley and Pearman combination proved itself best. Hugo Maiocco, a relay regular, pulled a tendon in the Metropolitan Championship meet and was out for several weeks. He, Mondschein and Nelson were sorely missed when the IC4A Indoor Championship meet came along.

In the "ICs," with Pearman still unable to perform at his best, the team totaled only 10½ points and was relegated to seventh place in a meet they had won easily the previous year. Not a single first place was scored, and for all practical purposes, that's where the year ended.

However, in a few post-season meets some of the Vonmen turned in some really fine performances. Notable among them was James Gilhooley's magnificent race in the Pioneer Club meet. Gilhooley, competing against Reg Pearman, Herb McKenley, Dave Bolen and other excellent runners in a 600, defeated them in an explosive stretch drive that broke his own flat floor world's record for the distance. Jimmy ran 1:11.6, shaving :0.2 of a second off the standard he set only one month before.

In an invitation meet at Hamilton, Ontario, the one mile relay team consisting of Kaplan, Titus, Gilhooley and Pearman, defeated the best Canadian teams and brought home several silver trays as tokens of their victory. This meet was particularly significant because Reg Pearman for the first time really felt and looked well. The injury he had sustained had finally healed.

The 1948 Varsity Cross Country Team: top row—Healy (assistant coach), Stewart, Mendelsohn, Brooks, Leland, McCants, Feinberg, Gruninger, Grayer, Rotkowitz and Von Elling (coach). Front row—Wyetzner (manager), Scott, H. Maiocco, Cunningham, Osterberg, Ellis and Marks.

CROSS COUNTRY

COACH EMIL VON ELLING'S cross country charges, led by Captain Armand Osterberg, registered three victories in their five dual meets, and then went on to place second in the Metropolitan Intercollegiate meet and seventh in the IC4A competition. This was not one of the team's better years.

The season opened the second week in October, when a strong Penn State aggregation downed the NYU harriers, 19-36.

The following week the team traveled to Villanova, where they took a close 25-30 decision. Armand Osterberg, Larry Ellis and Bill Cunningham, the team's nucleus, were fast approaching top running form. Reggie Pearman was sidelined by a leg injury which kept him out for the entire season.

A few days later the cadets of West Point proved a little too much for the Violet hill and dalers. Although Osterberg crossed the finish line first, Army won the dual meet, 20-35.

After the defeat by the military, the Von Ellingmen finished the regular season in strong fashion by romping over Rutgers, 18-37, and then scoring a perfect 15-40 victory against Iona.

In the Metropolitan Intercollegiates, the team finished second with 52 points, behind Manhattan with 32 points.

The season came to a close when the Violets ran seventh in the IC4A competition. Michigan State captured the collegiate crown.

The 1948 Varsity Baseball Team.

VARSITY BASEBALL

AT no time in the annals of professional baseball was a team more feared, more successful, more overpowering than the New York Yankees of 1936 to 1939. During this period the Bronx Bombers set an unprecedented record, sweeping four consecutive world championships. Under the leadership of Marse Joe McCarthy, the Yankees were a flawless crew of workmen, almost mechanically perfect in all departments of the game. While citizens of the Bronx should be justifiably proud of the mark set by the Yankee Stadium standard bearers, if they were to swing their sights a bit further north and west of the Stadium they would detect a dynasty even more powerful than the reign of the incomparable Yanks of the late thirties.

The scene is Ohio Field and the leader of this organization, strangely enough, is also named McCarthy. He has achieved an even more remarkable record than his professional counterpart, Marse Joe. Coach William McCarthy's New York University 1948 baseball squad won the Edward G. Barrow Trophy, symbolic of Metropolitan Conference Baseball Championship supremacy, for the sixth year in a row with a mark of thirteen victories and one defeat. The local baseball crown has rested in Violet hands for so long that conference officials are thinking of adding a purplish tint to the offering. Six consecutive championships in amateur competition is, indeed, comparable to the deeds of the Yankees. Including contests against opponents not associated with the conference, the Palisaders finished the season with a sparkling record of seventeen wins and five losses.

The Violets split even against eight non-conference rivals: They conquered Wagner, 9-2; Pratt, 15-9; Temple, 11-7; and Army, 2-1. They lost to Rutgers, 9-5; Columbia, 2-1; Holy Cross, 7-1; Lafayette, 13-4. After capturing eight Conference tilts in succession the Violets bowed to City College, 7-4, for their only League loss.

The Beavers helped the Palisaders inaugurate the season at Ohio Field on April 3, 1948. New York University outslugged the Lavender, 12-10. With the score tied at eight runs each in the seventh frame, the home squad tallied three times to assume an 11-8 margin which they never relinquished. A booming double by first baseman Jack Wallace supplied the impetus for the rally in the seventh. His blow chased across two runs. Roy Teasley was the winning hurler.

On April 6 the Violets swamped Brooklyn College by a 19-7 count. Nick Marino and Tom Capozzoli fashioned home runs, while Phil Angelastro whiffed ten Kingsmen to emerge victorious.

Victories three and four followed in rapid succession for Bill McCarthy's contingent. Late inning uprisings sank the Mariners of Kings Point on April 20. Trailing 3-2 after two innings, the Palisaders pushed three runs across the plate and went on from there to gain a 10-3 triumph. After a shaky start Arnold Harris pitched airtight ball for the win. The Macmen had mother nature on their side in the Hofstra contest. Bob Schuessler, the Long Islander's centerfielder, lost Billy Wells' towering fly in the sun and it rolled by him for a three run homer. The final margin was 6-4 for the Violets.

A man on first for New York.

New York made it five straight, again beating Hofstra on April 22 by the overwhelming score of 22-8.

Two days later, Fordham fell before the potent Violet forces. The count was 6-4. Roy Teasley held the Rams to eight hits and received excellent support from his teammates as Wallace and Angelastro connected for circuit blows.

Manhattan almost ended the victory skein on April 29, but Wells' single in the tenth inning edged the Jaspers, 6-5.

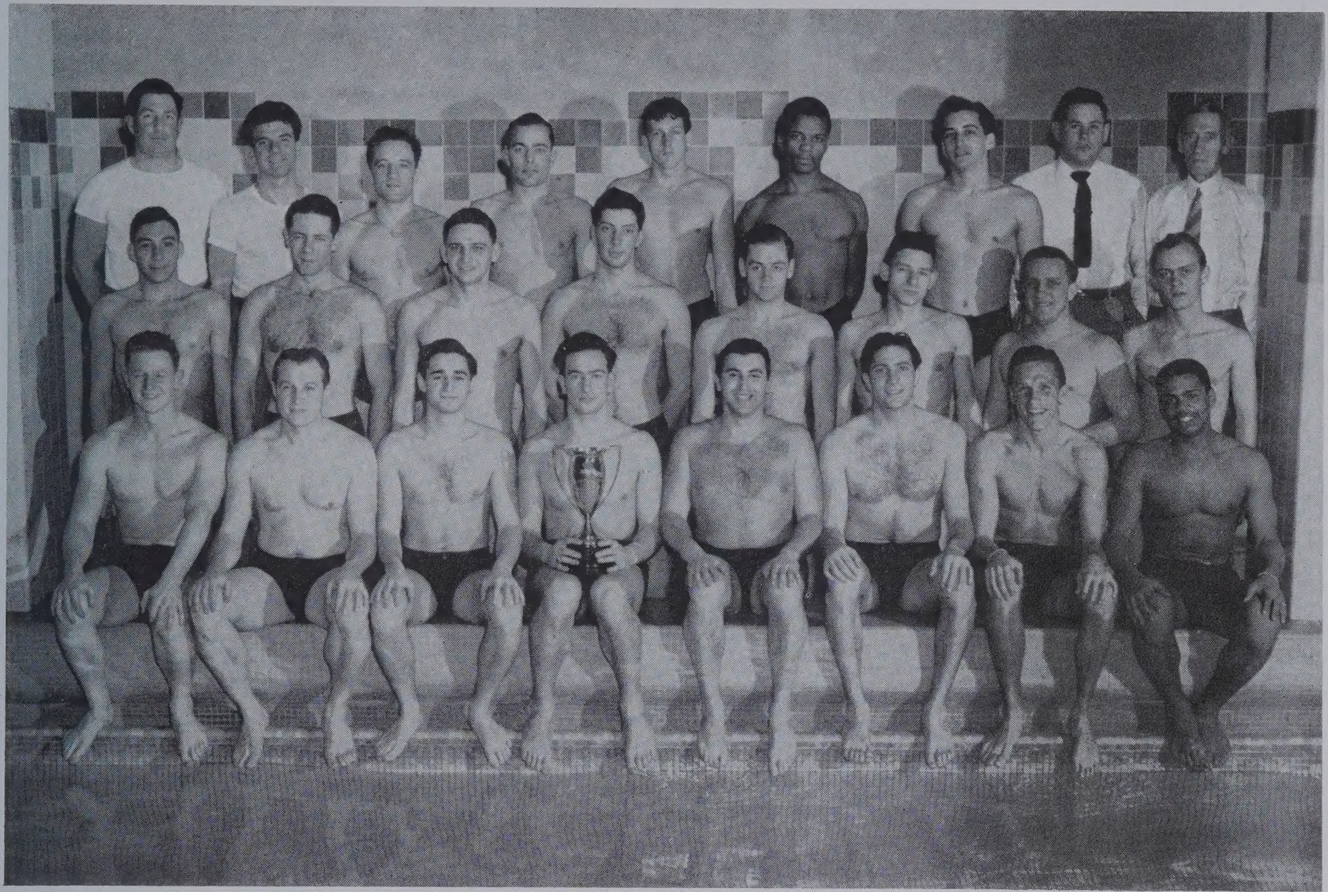
On May 3 Brooklyn College was beaten in a thrilling encounter, 9-8, as the Violets tallied two runs in the sixth and three more in the seventh inning to assure the triumph.

The eight-game winning streak came to a close on the following day. City whipped the Macmen, 7-4, behind the five hit mastery of Sam Pacientino. Rebounding from the City defeat, the Palisaders trounced Manhattan, 12-4.

Combining lusty hitting and gilt-edged hurling, the Palisaders shut out Kings Point, 11-0. Harris limited the visitors to five blows.

Coming through with a five run outburst in the sixth frame, the Macmen edged Fordham, 5-2, on May 22, and two days later clinched the championship with a 7-6 triumph over St. John's. With two men on base and two out in the ninth, relief hurler Tom Casey fanned the Redmen's Tom Tolan after a three run St. John's rally just fell short of tying the contest.

It was an exceptional year in Violet baseball history. In addition to placing three men on the Metropolitan all-star squad and leading the pitching parade with three of the four top hurlers in the loop, the Palisaders also annexed second spot in the batting race.



The 1948-49 Varsity: rear row—B. Jubak (manager), Sal Variello (assistant coach), J. Santora, P. Michel, Van Haastaran, McGriff, Scheckner, L. Schwartz (assistant manager), Louis B. de Handley (coach).

SWIMMING

IN his first season as New York University swimming coach, Louis B. DeHandley turned in a satisfactory record. Coach DeHandley replaced the retiring Professor Francis P. Wall, who for seventeen years served as coach of the Violet tankmen. Professor Wall is now the Honorary President of the Swimming Coaches of America.

During the season's competition, the team broke even in ten meets. Victories were scored over Brooklyn College, Brooklyn Poly, Lafayette, City College and Manhattan, and losses were incurred at the hands of Fordham, Connecticut, Temple, Kings Point and Rutgers.

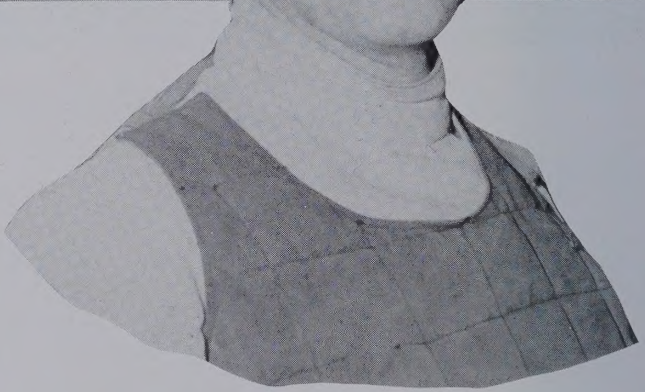
The N. Y. U. natators boosted their record with a victory in the Metropolitan Intercollegiates. This marked their second triumph in this event since 1947 when swimming competition was resumed at the end of the war. The Palisaders placed second in 1948. This victory gave the tankmen possession of the mythical New York City championship.

Twelve lettermen, headed by Captain Marvin Kleinman, graduated this term. Other graduates are Zevin Bogassian, Lloyd Gottleib, Herman Mahler, Paul Michaels and Robert Schwartz.

The New York University home pool is the Evangeline Pool on Thirteenth Street, where the team spends many hours churning the water.

The 1948-49 Varsity: Bernard Abrams, Sheldon Gilbert, Milton Shermit, Vasile Butsikares, Dejay Shriner, Joel Archer (co-captain), Ike Sanders, Hugo Castello (coach), Larry Greenhaus, Harold Taxel (co-captain), Joseph Cagnina, Sam Rubenstein, Izzy Rubinstein, Norman Lerner, Kenneth Korn (manager).

FENCING



Coach Hugo Castello.

PROVING their right among the ranking fencing teams in the country, New York Uuniversity's fencers in 1949 won nine of their eleven dual meets, tied for fourth place in the National Collegiate Athletic Association competition and won the Intercollegiate Fencing Association crown.

Coach Hugo Castello has shown that he is capable of living up to the high standards set by his father, Julio M. Castello, who retired in favor of his son in 1947 after twenty years as the team's able leader.

The regular season started when the team defeated the partly Olympic-manned Saltus Club, 15½ to 11½. They then traveled to Annapolis, where dreams of an undefeated season were broken when the Middies won, 15½ to 11½.

Quickly regaining its form, the team tripped the Philadelphia Fencing Club, 16 to 11, and then rolled over Columbia's non-roaring Lions, 18-9, winning the Preschel Memorial Trophy. N. Y. U. has won this award every year since its inception in 1946.

The Violets' next victim was Brooklyn College, 15-12. The swordsmen then tangled blades with the Alumni, taking a close 14-13 decision. The Nittany Lions of Penn State succumbed, 19-8. Next in the string of wins was a victory over City College, which put up a game fight until the saber team clinched the meet, 14-13.

The Hall of Famers then took their weapons to New Brunswick, N. J., where they outpointed Rutgers, 16-11. At New Haven, the Castellomen played a protested match (protested both during and after the match), which saw the judges award the meet to Yale, 15-12. Up at West Point, co-captains Hal Taxel and Joel Archer led the team to a 15-12 win over Army to end the regular season.

The team, along with the two co-captains, comprised Foilsmen Joe Cagnina, Norman Lerner and Vasile Butsikares; Epeemen Larry Greenhaus, Milton Shermit, Ike Sanders and Mike Berrick; and Sabermen Sam and Izzy Rubenstein, Jerry Lewis and Harold Goldstein.

At the IC4A tournament, Archer, Cagnina and Butsikares led the foil team to a 29-29 tie for first place with City College, which netted them a half-year possession of the "Little Iron Man." Taxel and the Rubenstein brothers brought home the saber Grasson Trophy by collecting 28 points, while the epee team, composed of Shermit, Greenhaus and Sanders, in garnering 23 points, was second only to Navy's 28. The 80 point total, out of a possible 108, led the field of thirteen teams and earned the squad the Three Weapon crown. They revenged their dual meet losses by topping Navy and Yale in this competition.

The season ended when a three man N.Y.U. squad tied Navy for fourth position in the N. C. A. A.

Archer and Taxel, co-captains.

Parry right.

The 1948 Freshman Cross Country Team: top row, Healy (coach), Goldsmith (assistant manager), Ellenis, Jordan, Vinson, Jacobson, Wolf and Krasik (manager). Front row: R. Maiocco, MacKenzie, Rementeria, Rogers, and Gluckman.

FRESHMAN SPORTS

TOO often the freshman teams are looked upon as the stepchildren of university sports. But it is in these ranks that the future varsity stars are brought from the rough, and moulded into well-coordinated athletes. The 1948-49 freshman group appeared to be a rich source of potential varsity material.

Under the tutelage of John J. (Jinx) O'Connor, the New York University freshman baseball team did comparatively well. They defeated Brooklyn College, 8-6, Emerson High School, 2-1, Rutgers, 18-4, and Columbia, 5-4. They dropped four games to terminate the season with an even number of triumphs and losses.

The important thing, however, is that ball players like Ed Funai, a dazzling fast ball pitcher, and Ray Clayton, Don Scazzero, and Charley Aspromonte, slugging outfielders, displayed considerable ability on the diamond. Bob Mastruzzi, a sinker-ball hurler who impressed during the spring, was hampered by a sore arm.

The record turned in by the frosh football team is also not as important as some of the performances turned in by the players. One victory, two defeats and one tie is not an impressive record, not by any stretch of the imagination, but Bill Mathews, who was responsible for all of the team's scoring except for one touchdown, was outstanding.

Mathews accomplished this feat with the help of a fleet halfback, Les Schulman, whose blocking was invaluable. If for no other reason than to allow Mathews, Schulman, Baldaserro and Bonnano to exhibit their talents, coach Paul Boroff's freshman football team was a success. The frosh were defeated by Rutgers and Princeton, tied our ancient rival, Fordham, and trounced Brooklyn College.

Throughout the season the frosh basketball team won seven games and lost seven. Their schedule was a tough one, which included St. Johns, Manhattan, St. Francis, Fordham and City

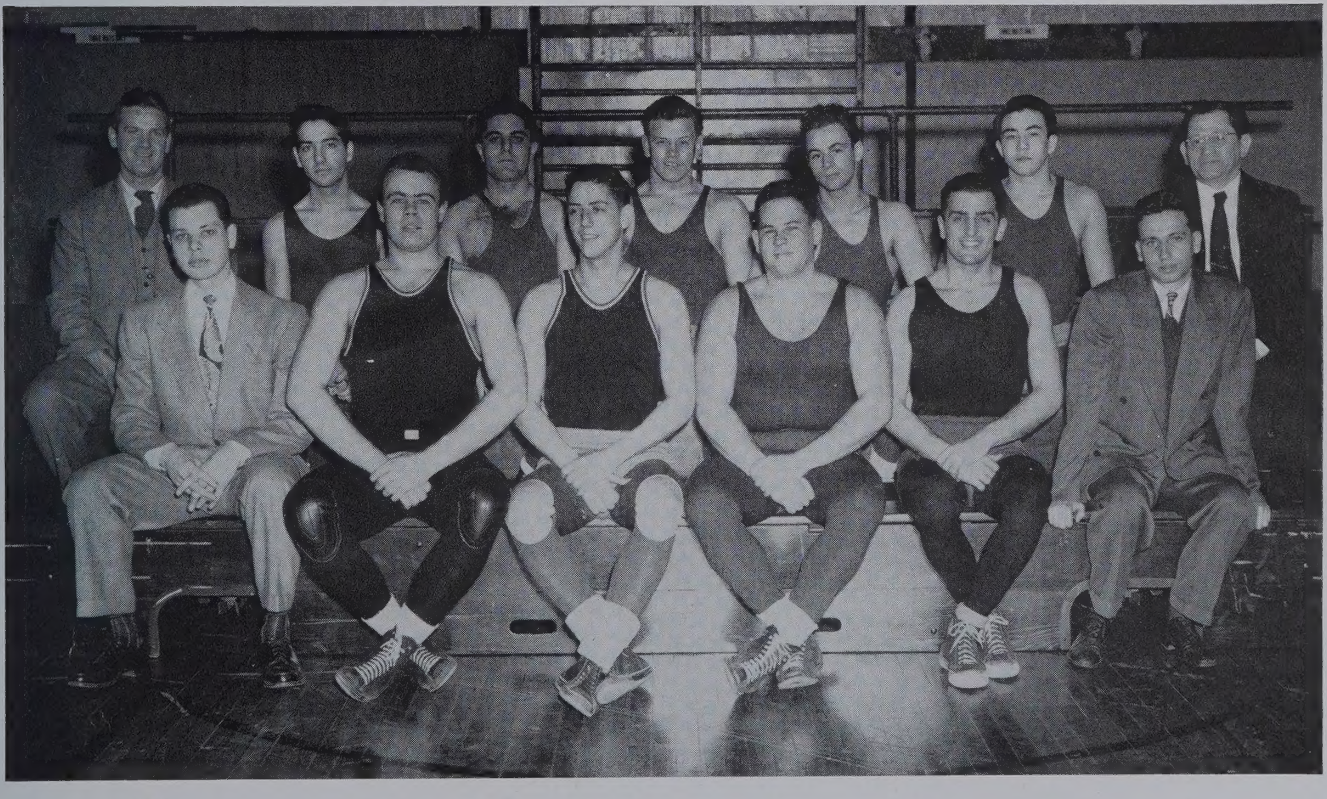
College, to whom they lost. The frosh basketeers beat Kings Point, Hofstra, Stevens Tech, Iona, Army and Rutgers.

The team's outstanding prospect was Connie Schaff. He scored 19.8 points per game and sparked all the play. Jim Brasco had a record almost as good as Schaff's, averaging 15 points a game.

The other outstanding men on the team were Bob Williams and George Simmons. Williams was voted the outstanding schoolboy player in an All-Star game at Madison Square Garden before coming to N. Y. U. He is a fleet, hustling playmaker and may be a real asset to next year's varsity squad.

George Simmons, a 6 foot 4½ inch center, certainly can provide the height required by a good team. George is one of three basketball-playing brothers, all of whom are well over 6 feet tall. John Simmons, the shortest (6 foot 2½ inches), is one of the all-time high scorers at New York University. He now plays baseball with the Washington Senators. Connie, the tallest (6 foot, 8 inches), plays with the Baltimore Bullets, a pro basketball team. With this sort of athletic background, George should be a polished player.

The 1949 Freshman Wrestling Team: top row—Lawrence Howard (coach), M. Solnet, J. Pedone, E. Puntervold (captain), M. Welsher, P. Bechtel, and Ominsky (assistant coach). Front row—J. Siegelbaum (manager), H. Leege, J. Di Meo, L. Schwartz, N. Taslitz, F. Tarshis (assistant manager).



"What do we do now, coach?"

That's a snappy backhand.

CO-ED SPORTS

CO-ED sports activities are too frequently overshadowed by the exploits of the male Varsity teams. However, this year the girls have surpassed the record of the men by conquering most of their opposition. While the men have only had a fair season, their female counterparts have been highly successful.

An extensive athletic program is offered to coeds in Freshmen and Varsity sports. The better half has taken advantage of all offered activities, which include basketball, fencing, bowling, field hockey, swimming, and intramurals.

The 1949 women's Varsity teams are rated as the class of the Metropolitan area. Miss Frances V. Froatz, who heads the Women's Athletic Department, boasts of a skillful staff which is responsible for placing NYU co-ed sports in the limelight. Victory after victory has been won by the Violet femmes.

Basketball is by far the most popular co-ed sport in the University. For this reason, the Varsity is always well-supplied with an abundance of talented performers.

The Varsity basketball team had particular success, going through the season with an 8-2 record. They posted victories over their opponents from Brooklyn College, C. C. N. Y., Drexel, L. I. U., Manhattanville, Queens, Rider and Wagner, while their losses were to Temple University and Stroudsburg State Teachers College.

Under the leadership of Gerry Gross, one of the outstanding goalies in the "lassies league," the field hockey team won four out of six contests this past season.

The bowlers practiced their strikes and spares in Bowlmor lanes, in preparation for the thirteen contests in which they engaged. Miss Amanda Caldwell, coach of the team, taught the co-eds how to use their graceful forms to advantage in "bowling them over."

In Room 535 East, lithe femmes clad in the classic fencing uniform, paired off to sharpen their foil parries. Coach Caldwell led her veteran squad through one of their most impressive campaigns in recent years. Slicing their way through all opposition, the team copped all three crowns in the Intercollegiate Fencing Association competition. They were only defeated by Temple in dual meets. Pacing the squad as they won the team competition were Diane Greenberg, who placed first in the foil, and Sally Zacharowitz, who took the runner-up spot.

Swimming is another favorite co-ed sport. Last year the mermaids won the Eastern Intercollegiate Championship by beating teams from Temple, Western Ontario of Canada, Hunter, and Brooklyn.

Included in the title races were the 100 and 40 yard free-styles, the 40 yard backstroke and several relays. Diving was also taken into account in totaling the final score. During the '49 swim season, the varsity scored victories over Brooklyn, Western Ontario, Hunter, and Drexel in dual meets.

"Look ma, I gotta run."

This is called shin-bruising.

Remember when the faculty tore loose with its fabulously funny melodrama, "Curse You, Jack Dalton." Remember the Lassman Hall clambakes and the remarkable Green Room punch?

"A Time t

SOC

Remember"

And how about the fraternity house cut-ups and the gossip at the sorority teas? Those who ran from school to subway lost many times to remember, and friendly hours at N. Y. U.

ALS

FROSH SOPH HOP

THE Frosh Soph Hop was the first big social event of the year, and the only event held during the Fall semester. It was held on the Starlight Roof of the Waldorf-Astoria.

It was a gala dance, headlined by a number of Broadway stars. The band played all night, closing out at one A.M. with "Good Night Sweetheart."

The dance was handled by the Freshman President Arnold Kaufman and the Sophomore President Arthur Frankel. Dr. Holbert was faculty advisor to the affair.

The dance was an optional dress event, but formal dress was most common.

Why people who run dances and people who edit books get grey: The photographer didn't get to the Waldorf's Starlight Roof to take pictures of the Hop, so here is the same sort of dancing at the less elite Lassman Hall.

FROSH
SOPH
QUEEN

Which Queen has the Toni? A pair of smiling co-eds were crowned at the Frosh Soph Hop, which probably made everybody *happy.*

VIOLET SKULL

THE Violet Skull is the Christian inter-fraternity council of the Washington Square center of New York University. Founded by eight fraternities in 1930, its present member organizations include: Alpha Kappa Psi, Delta Sigma Pi, Lambda Sigma Phi, Sigma Phi Epsilon and Theta Chi. The Violet Skull has been faithfully following in the footsteps of its founders in fostering loyalty to New York University, promoting interfraternity relationships, encouraging scholastic attainments, and promoting fraternalism as a whole.

The Skull annually conducts orientation and school spirit drives, formulates rushing codes, plans social and athletic activities and works toward improving the welfare of its members. The organization has established a permanent scholarship award to encourage and aid students in the Violet Skull to maintain creditable scholastic averages.

The faculty advisor of the Violet Skull is Mr. Lawrence D. Brennan of the General Course Department.

INTER-FRATERNITY COUNCIL

THE Inter-fraternity Council was founded by a group of New York U. fraternities motivated by the desire to establish and maintain permanent bonds of friendship, understanding and cooperation among its members. The fourteen fraternities with present membership in the IFC include Alpha Epsilon Pi, Alpha Lambda Upsilon, Alpha Mu Sigma, Alpha Sigma Chi, Alpha Phi Delta, Delta Gamma Rho, Zeta Tau, Kappa Iota Gamma, Phi Alpha, Phi Epsilon Alpha, Phi Lambda Delta, Tau Alpha Omega, Tau Delta Phi, and Tau Epsilon Phi.

Among the council's many social and scholastic functions are four sports tournaments: football, baseball, basketball and bowling. An annual trophy is awarded to the winning fraternity in each sport. In addition, the council presents a scholarship award each term to the fraternity whose members have maintained the highest scholastic average.

Greek Letter Week, inaugurated this year, proved to be a great success. Highlights of the week included a forum for all the pledgees, an original show by the pledgees and an open house on the final night of the week for all members.

Through Greek Letter Week, the sports program and its various other awards and activities, the Inter-Fraternity Council has endeavored to forge a closer relationship among the many fraternities on the campus at New York U.

The officers for the 1948-1949 year included Gene Okin, president; David Schott, vice-president; Patrick Della Iacono, secretary; Carl Steinfeld, treasurer, and Charles Soff, historian.

ALPHA KAPPA PSI

ALPHA KAPPA PSI was founded at New York U. in 1905 as the first professional fraternity in the field of commerce. Since its inception, it has steadily expanded until there are now almost 50 chapters in the United States.

As a professional fraternity, Alpha Kappa Psi strives to foster research in the field of business, and to educate the public to appreciate and demand higher standards in those fields. This is done in conjunction with colleges and universities giving courses in business administration. For the benefit of the fraters, a series of professional meetings are held each year at which men from various fields of business speak.

Socials are held regularly at the fraternity house, 113 Waverly Place and the highlights of the season are the New Year's Eve Party and the Annual Formal.

Officers for the past year included William Harris, president; William Berliner, vice-president; Harold Sahakian, secretary, and James Pashkewich, treasurer.

ALPHA EPSILON PI was organized at New York U. in 1913 for the purpose of "Inculcating and promoting everlasting friendships; encouraging truthfulness, honesty and courage; and inaugurating a healthy spirit of cooperation among our fellowmen, with a view towards vigorous participation in university, college and general social activities to the mutual advantage of all concerned."

The fraters, who later became Alpha chapter, have continued to develop the true fraternal spirit of loyalty and brotherhood which exemplifies their creed.

In December A. E. Pi held a "Left Bank" dance to which all "Parisian" fraters and their "Parisienne" friends were invited. The highlight of the social season was the regional convention held at the Riverside Plaza Hotel during the Christmas vacation. Members of the fraternity transformed the hotel pool into a Hawaiian beach that contrasted with the slush in the streets outside.

ALPHA EPSILON PI

ALPHA PHI OMEGA is a national service fraternity composed of past and present Boy Scouts whose aim is to render service to the student body and the faculty. The New York U. chapter, Beta Iota, was chartered in 1938.

In December, the fraters sponsored a Christmas toy collection for underprivileged children. On December 22, an annual Movie Revival was held to raise money for the Tuberculosis Fund. The feature of the revival is the showing of old time silent and early sound pictures and it is eagerly awaited each winter by all the students.

Members, drawn from Commerce, Washington Square College and the School of Education, are active in all school services. They maintain a ticket selling service to aid school approved activities, and circulate copies of the various schools' newspapers.

Walter Roth was president during 1948-1949. Other officers included Fred Grunewald as vice-president, Arthur Brodsky as treasurer and David Rothman as secretary.

ALPHA PHI OMEGA

ALPHA SIGMA CHI

ALPHA SIGMA CHI was founded in 1933. This fraternity is based upon the three-sided cornerstone of brotherhood, scholarship and character.

During its sixteen years of existence the many New York U. men who have pledged themselves to these tenets have maintained a high record of scholarship and have demonstrated outstanding ability in the University's extracurricular activities.

In the fraternity house, at 47 MacDougal St., just off Washington Square Park, these men have enjoyed the warmth of fellowship and fraternalism.

The outstanding fraternity function during the past year was the Formal Dinner Dance held at the Waldorf-Astoria at the beginning of February.

Officers for the 1948-1949 school year were: Harold Zwain, chancellor; Burton Goodwin, vice-chancellor, and Lewis Nevens, treasurer.

LPHA SIGMA CHI
FRA RNITY
EW YOR UNIVER Y
LEXINGT

The congestion at the Evening Fall Frolic was the closest thing to the rush-hour B.M.T. and forced dozens of couples to spend the evening several rooms away from the dance floor.

EVENING FALL FROLIC

ONE of the most successful affairs of the year was the Fall Frolic, sponsored by the Evening Student Council. Held at the elite Savoy Plaza Hotel on Saturday, November 13, the dance shattered all previous attendance records for evening social functions.

In addition to the music provided by Joe Winton's society orchestra, impromptu entertainment was presented by an octet composed of faculty men. The group, stationed in front of the band-stand, gave a professional rendition of "My Wild Irish Rose." The revelry was concluded by everyone joining in and singing "Palisades."

Every dance has its wall flower, except when sociable N. Y. U. students get together. This made it necessary for the hotel management to provide a ready-made wall flower, which is sitting on a little table in the corner, all by its self. Everyone is ignoring it, which should teach wall flowers a lesson.

This looks like a gambling table at Monte Carlo, but evening students are too business-like to throw away their money, so you may rest assured that at this table the Violets are spending their cash with wisdom. It's a bar.

Working all day for heartless bosses and learning all night from equally heartless profs is tiring, evidently the reason all these Evening Fall Frolics are frolicking while seated.

ΑΓ ALPHA GAMMA

ALPHA, the New York U. chapter of Alpha Gamma, was one of the chapters represented at the national reunion of undergraduate and alumni members at the Hotel New Yorker this past December. Fraters also took part in the highly successful Annual Dinner Dance held in June.

Professor Wilbur McKee of the School of Commerce Department of Marketing and Director of Admissions for Commerce is an honorary member of Alpha Gamma. Mr. Louis Horn, national president of the fraternity, is a Commerce alumnus.

Officers for the 1948-49 school year included: chancellor, Jack Gordon; vice-chancellor, Jack Williky; treasurer, Carl Quiat; secretary, Joe Margolis, and public relations advisor, Abe Berman.

THE founders of Kappa Iota Gamma were brought together by a common desire for friendship that was not based upon religious beliefs or racial similarities but on the companionship of people working together.

It is a relatively new fraternity and one of the few practising non-sectarian fraternities on American college campuses. The aims of Kappa Iota Gamma are definite. They are "to increase knowledge in business, commerce and the other professions; to apply the knowledge learned in school to the present professional world; to provide fellowship and understanding among students regardless of race, color or creed; and to promote a better understanding between students and the professional world."

In March, Kappa Iota Gamma held its first rush smoker where prospective members were introduced to present officers and told the aims and ideals of the fraters.

Many outstanding student leaders of the School of Commerce are members of Kappa Iota Gamma. Officers for the 1948-1949 school year were Leon A. Eskridge, Jr., president; Robert C. Singer, secretary and Alfred Gaines, treasurer.

KAPPA IOTA GAMMA

FOUNDED at New York U. in 1907, Delta Sigma Pi is one of several national professional fraternities to originate at the School of Commerce. Its beginning five years after that of Commerce and its growth has paralleled the expansion of the school.

The purpose of Delta Sigma Pi is the elevation of the aims of business and the preparation of its members for a place in the professional world. Throughout the year prominent businessmen are invited to address discussion groups concerning current trends and problems in various fields.

Membership in Delta Sigma Pi is limited to those students who are preparing for a career in business. Chapters are organized only at those universities and colleges where there are recognized schools of business.

The fraternity emphasizes the value and necessity of conducting a professional and educational program in addition to regular undergraduate scholastic work. A limited chapter, drawing its members from the School of Commerce, marked by its interest in athletics, social activities and brotherhood, have been characteristics of Delta Sigma Pi. During the 1948-49 academic year Ross O'Sullivan was Headmaster. Other officers included: Thomas Keene, senior warden; John Butine, junior warden; Anthony Neal, treasurer; Howard McElroy, scribe; John Dunn, chancellor and James Crayhon, historian.

DELTA SIGMA PI

ΔΣΠ

VIOLET SKULL FORMAL

he head waiter, upper left, tells the waiter that he is not permitted to serve eer in the bucket he's carrying, no matter how thirsty the Violet Skull men and their ladies might be.

If that's a card trick he's demonstrating, no one is paying any attention. The cameraman is more interesting.

Big grins on the fellows below, and why not? That's a fine looking lineup of girls they have with them.

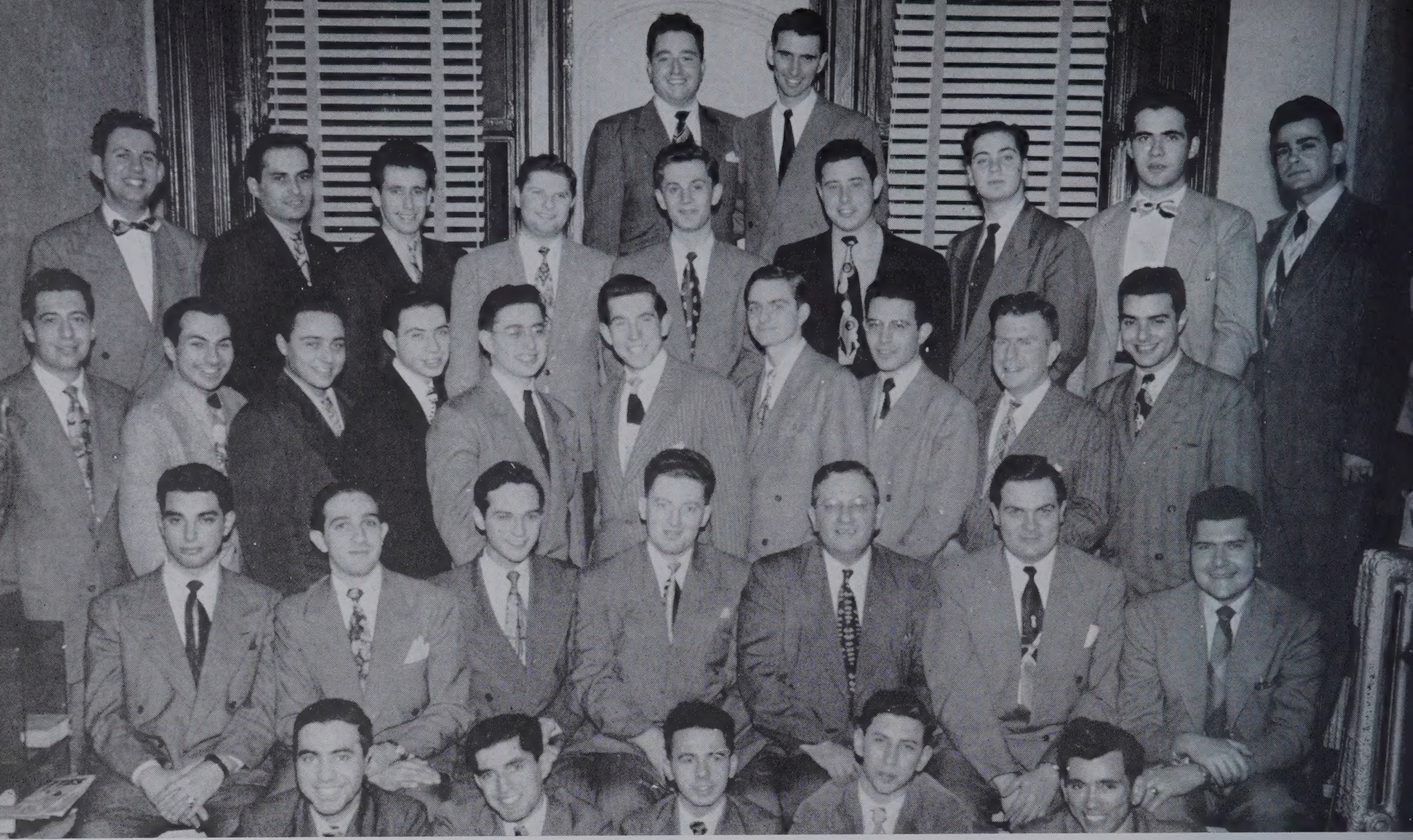
ALPHA chapter of Lambda Gamma Phi was founded at New York U. in 1920 to foster friendship among evening business students at the School of Commerce. The chapter has since been expanded to include both day and night students at the Washington Square center.

An important Lambda Gamma Phi activity is the yearly award of the fraternity's scholarship fund to a deserving student. This is one of the many activities the chapter sponsors. Fraters are also active in the movements and affairs at the School of Commerce. An outstanding social event was the fraternity's songfest at the Evening Students' Christmas party.

A number of the members of the faculty are among the honorary members and alumni. Among those at Commerce are: Professor Jules Backman, Professor Sipa Heller, Professor Jules Bogen and Dr. Marcus Nadler.

Among regent Fred Schneier's officers for 1948-1949 were Jack Bernstein, vice-regent; Irving Trachtenberg, scribe, and Ellis Iverson, chancellor of the exchequer.

LAMBDA GAMMA PHI



PHI ALPHA fraternity was founded in 1914 at George Washington University and is now represented by 30 undergraduate chapters throughout the country and 15 alumni clubs. Theta chapter at New York U. was chartered in 1920.

Organized to provide a basis for brotherhood of men with common ideals and interests and to enable individuals in college to accustom themselves to adult social and business relationships, Phi Alpha has developed in them the highest ideals of service. These are to further devotion to one's brother, honor, tolerance and character. Theta has maintained these ideals through careful selection of new brothers.

Outstanding among Phi Alpha activities are the annual Thanksgiving Formal, the father-son dinner and the Founders' Day dance.

Grand regent for the past year was Jack Kabcenell. Vice-grand regent was Harvey Schwartz; keeper of the exchequer was Joseph Horowitz; keeper of the secret scrolls was Herbert Michaels and Edward Levine was bearer of the mace.

ΦΑ

PHI ALPHA

PHI LAMBDA DELTA

KAPPA chapter of Phi Lambda Delta was organized at the School of Commerce in 1938, with the motto, "Fraternalism without Commercialism." The purpose of the fraternity is to unite young men of the same principles and ideals into a common bond of true friendship. The brothers of Kappa chapter continue to uphold this original creed.

Included in this year's activities were a group of smoker sat the fraternity house, a Father-Son Dinner in February, an annual spring formal and a Mother's Tea. The Father-Son Dinner was the highlight of the fraternity's season. Fathers of members of Kappa chapter are honorary members of the fraternity. At the Father-Son Dinner, the honorary members met and included the fathers of the new members.

Howard Goldstein was the chancellor of Kappa chapter. He was assisted by vice-chancellor Samuel Rubinstein. Harold Press handles the financial details as treasurer, while Kenneth Korn is pledgemaster.

TAU DELTA PHI

SINCE its inception at City College of New York more than thirty-seven years ago, Tau Delta Phi fraternity has inducted into its ranks more than five thousand male college undergraduates, many of whom have gone on to fame and affluence in dozens of careers. Prominent among these are Ben Grauer, ace radio announcer; David Sarnoff, head of the Radio Corporation of America; Ira Wolfert, Pulitzer Prize winner; Irving Rapper, Hollywood motion picture director and many others.

Gamma chapter is one of the most prominent fraternal groups on campus, with members in positions of leadership in many student activities. Its roomy and recently refurbished home is the only fraternity house directly on the Square, at number 68 on the corner of West Broadway. Nearly every week sees a social taking place at the house.

THE
Fraternity
House

Delta

SIGMA PHI EPSILON

GAMMA chapter of Sigma Phi Epsilon was founded in 1930 to provide social contact and friendship for men of all schools at Washington Square. The New York U. chapter is one of 98 founded since the original group was chartered at Richmond College in 1901.

Although the entire membership saw service during World War II, the fraternity has regained its pre-war number and is now one of the most active on the campus. Fraters may usually be found spending their free time at the Sigma Phi Epsilon house at 141 West 4th Street.

Dean Gerald SeBoyar of the School of Commerce and Professor Gould Harris are faculty advisors.

During the 1948-1949 year William Schofield was president. His other officers included: Karl Schneider as vice-president, William Wood as historian and Henry Berchtold as secretary. James McCreery was comptroller and Joseph Kreiser, Thomas Tymons and Carl Schieffer were marshals.

UPSILON chapter at New York U. was admitted to Theta Chi fraternity in 1917. Theta Chi was founded in April 1856 and is the oldest national fraternity possessing an unbroken chapter roll. There are no chapters that have died.

It has never been sectional in character and its 50 chapters are widely distributed throughout the United States. It has always considered itself an alert, progressive fraternity and has always maintained a deep feeling of friendship and kinship with the other fraternities with which it shares college and university campuses.

The long and successful history of Theta Chi testifies to high quality of its moral and scholastic standards.

THETA CHI

"Do you know anything by Gershwin?"
"How about Cole Porter?"
"Let's hear Malaguena."
"Nah, nah—Some Enchanted Evening."
"All I know is Bach."
"Oh."

"It's delicious, yum, yum, yum; it's delightful, order some!"

"Hey, Joe! Lay off the hot dog . . . that's your seventh one!"

FRATERNITIES AND SORORITIES

WHEN a fraternity gets together, you have horsing around. When a sorority gets together, you have gossip. But when a fraternity and a sorority meet, you have a party. Excuses for a social, like Christmas, Valentine's Day and Saturday night, are hardly necessary. The respective social chairmen calculate mightily to preserve a boy-girl ratio that leaves no one marooned during the festivities and report on the beauty or handsomeness of the groups with optimism and integrity. There is much parliamentary frothing as a suitable date is set which will offend no one who has a fishing trip, ailing grandmother, or other previous engagement. A site of the event, sometimes the fraternity's quarters (if sufficiently sturdy) or a soror's home (if sufficiently roomy), is chosen, always over the objections of those who live an hour and a half subway ride away.

These fraternity-sorority affairs vary in quantity of fun. When the sorority's social chairman has been amiss in her description of the fraternity men and they turn out to be a group of adolescent frights, or when the girls, despite all expectations show up as a motley group of overstuffed chairs from a credit furniture store, the fraternity-sorority affair turns into a fraternity vs. sorority social. But most of the time it's a heck of a lot of fun and frolic.

IOTA ALPHA PI was founded in 1903 by a small group of girls at Hunter College. Since then, the sorority has grown into an international organization, with sixteen chapters in the United States and two in Canada.

Members of the Delta chapter at New York U. attend Commerce, Washington Square College, and the School of Education. Due to the membership of girls majoring in diverse fields, the sisters are able to discuss various problems which confront women in all fields of business and art.

The adoption of a young French war orphan and the raising of money through dances and raffles for the cerebral palsied children of the Lenox Hill Hospital Clinic, are part of the many philanthropic activities of the Delta chapter.

The outstanding social function of the year, the Christmas Eve Formal, was held at the Ritz-Carlton Hotel. An informal dance for all chapters in the region is held each spring.

Iota Alpha Pi has always maintained the highest possible standards in the selection of members, in order to create a spirit of charity and good will among its members.

Joan Smith is the chancellor. The vice-chancellor is Selma Arlinoff, Cyrille Epstein is the recording secretary, Joan Lederman is the corresponding secretary, Rita Stern is the treasurer, and the pledge mother is Selma Wasserman.

IOTA ALPHA PI

PI ALPHA TAU ΠΑΤ

PI ALPHA TAU sorority was founded at Hunter College in 1919. The four New York City chapters co-ordinate their activities through the Grand Council. Other chapters in colleges throughout the country are also brought together by the activities of the Council.

During the year, sorors devote themselves to fund-raising campaigns for various charities. Theater parties, raffles and informal dances are some of the ways in which money is raised for the Red Cross, tuberculosis funds and overseas relief for war orphans in European countries.

PHI CHI THETA

PHI CHI THETA, a national professional sorority and a member of the Womens' Professional Pan Hellenic Association, was formed at Chicago in 1924 by the union of Phi Theta Kappa and Phi Kappa Epsilon. Beta Chapter at New York University became part of Phi Chi Theta in 1924.

The purpose of the sorority is to promote the cause of higher business education and training for all women, to foster high ideals for women in business careers and to encourage fraternalism and cooperation among women preparing for such careers.

The National Council annually presents a series of awards to outstanding women undergraduates. These Phi Chi Theta National Key Pin Awards are given each year to the outstanding woman junior in a college or university where the sorority has a chapter.

As a member sorority of the Delian and Pan Hellenic Councils, Phi Chi Theta is active in the social and philanthropic activities of the New York U. campus.

THETA UPSILON SORORITY was founded at the University of California in 1914. The Beta Alpha chapter at New York U., one of 33 chapters in colleges and universities throughout the country, was chartered in 1931.

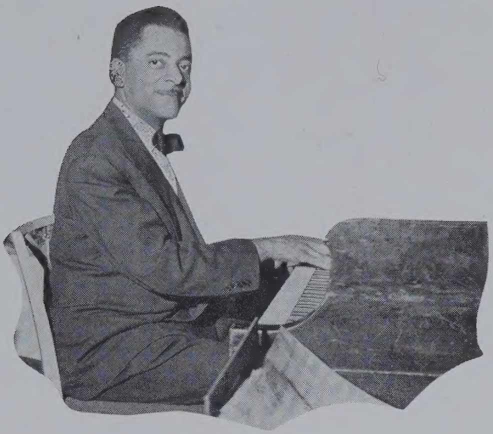
The *Dial,* Theta U.'s paper, is published every Monday and the sorors wait eagerly for the latest news of "who did what and with whom."

Once a month members dress themselves up in their Sunday best, and leave the sorority house at 141 W. 4th St., for their regular dance with Alpha Kappa Psi Fraternity. These dances are part of the many social functions that highlight the school year for the members of Beta Alpha chapter.

Members are drawn from all schools in the Washington Square center, and are faithful to the high ideals of the sorority. Theta Upsilon has contributed many student leaders to the School of Commerce.

Dolores Dastola is the president of Theta Upsilon. Francine Longo is the vice president, Lyn Sprigg is the secretary, Josephine Mecc is the treasurer, Nancy Mackerie is the chaplain, and the sorority editor is Gloria Saracco.

THETA UPSILON



SENIOR BALL

THE big event of the year for the Senior class was the annual Senior Formal Ball at the Hotel Hotel Pierre, on April 29. A big cast of Broadway stars headlined the closing event in the year's social calendar.

The seniors bid goodbye to NYU dances and to NYU as the band closed the evening with the playing of "Palisades."

Miss Frances Faye was designated as "Queen of the Senior Ball." Greg Sherwood was named as her "Crown Princess."

The ball capped Commerce's most successful social season.

HOUSE PLAN ASSOCIATION

KERN HOUSE

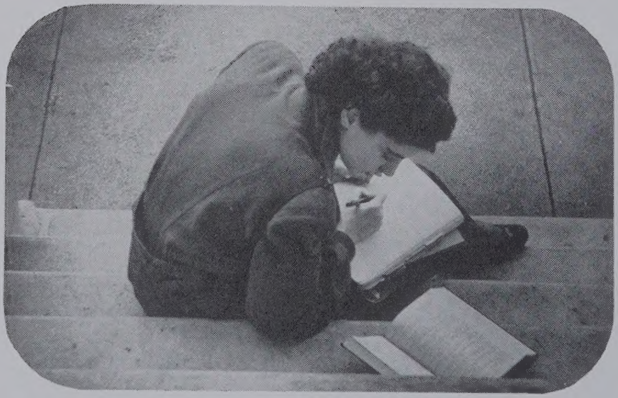
KNIGHT HOUSE

ASHBY HOUSE

"A Time t

AND MYRTLE IN

Beanie-capped frosh, duly oriented and bewildered by the immensity of a university of 67,000 students . . . wise sophomores, already skilled in ducking effort and taking their lumps



CLA

Remember"

in pledging and politics . . . sophisticated juniors, applying for honors, sweating out tappings, freed from block-class rigidity . . . lofty seniors, casting a worried eye at the job market.

S E S

Charles Soff,
Day Senior Class President.

SENIOR HISTORY

Jack Bernstein, Evening Senior Class President.

IT was a seemingly endless procession of seniors marching behind the white banner of the School of Commerce Commencement Day. The capped and gowned parade of nearly two thousand graduates was larger than any other N. Y. U. division graduating class and was the largest graduating class of Commerce's fifty-year history.

The Class of '49 was increased by an influx of impatient juniors who accelerated their programs in order to graduate in 1949. Seventy percent of the class were receiving veterans' benefits, marking perhaps the last graduating class to contain as large a relative number of GI students. Conforming to a trend that is unhappily likely to continue at the School of Commerce, ninety percent of the Class of '49 was male.

Continuing the statistics, accounting led as the course of study pursued by '49ers, with marketing and business administration placing and showing respectively.

In what should not be considered an attempt at political novelty, the Class of '49 nominated and elected its officers in the first weeks of the fall term instead of the usual procedure of going to the polls in April of the preceding school year. When the clamor faded and the ballots were counted, Charles Soff emerged as president, Herman Bender copped the vice-president's gavel, Joseph Gardner nailed the secretary's office, Perry Weinstein gathered up all the money as treasurer, Elaine Farer and Gilbert Edel became senior representatives and Melvin Green turned up as senior A. A. representative.

The evening division turned on the lights after elections were over and found out that Edmund Davidson was president and Fred Arak was treasurer.

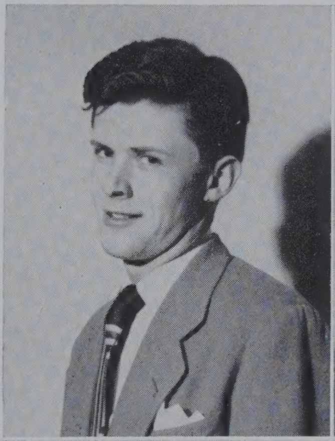
Financial resources of the Class of '49 were not great, and in place of large quantities of miscellaneous small social events, effort and money were concentrated on the Senior Ball. The formal, which filled the grand ballroom of the Hotel Pierre on April 28th with hundreds of seniors in dinner jackets and striking gowns, was judged one of the greatest successes in a long line of senior class formals.

Lobster and turkey featured the menu, and elegance was the keynote of the evening which was described as the most decorous senior ball in many years. Entertainers from nightclubs and Broadway musicals were scheduled to appear, and several did. It was a sellout, and the budget custodians were happy to see that fears of financial ruin were unfounded as tickets to the ball became scarce weeks before the big night.

In every respect, the Class of '49 was a large one . . . large in number, large in success, and large in hopes of a peaceful and prosperous future.

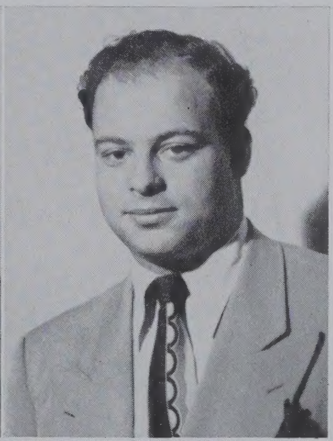
CLASS OFFICERS

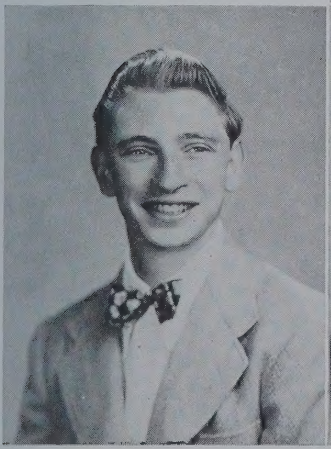
Vincent O'Sullivan



Fred Arak

Arthur Weinberger



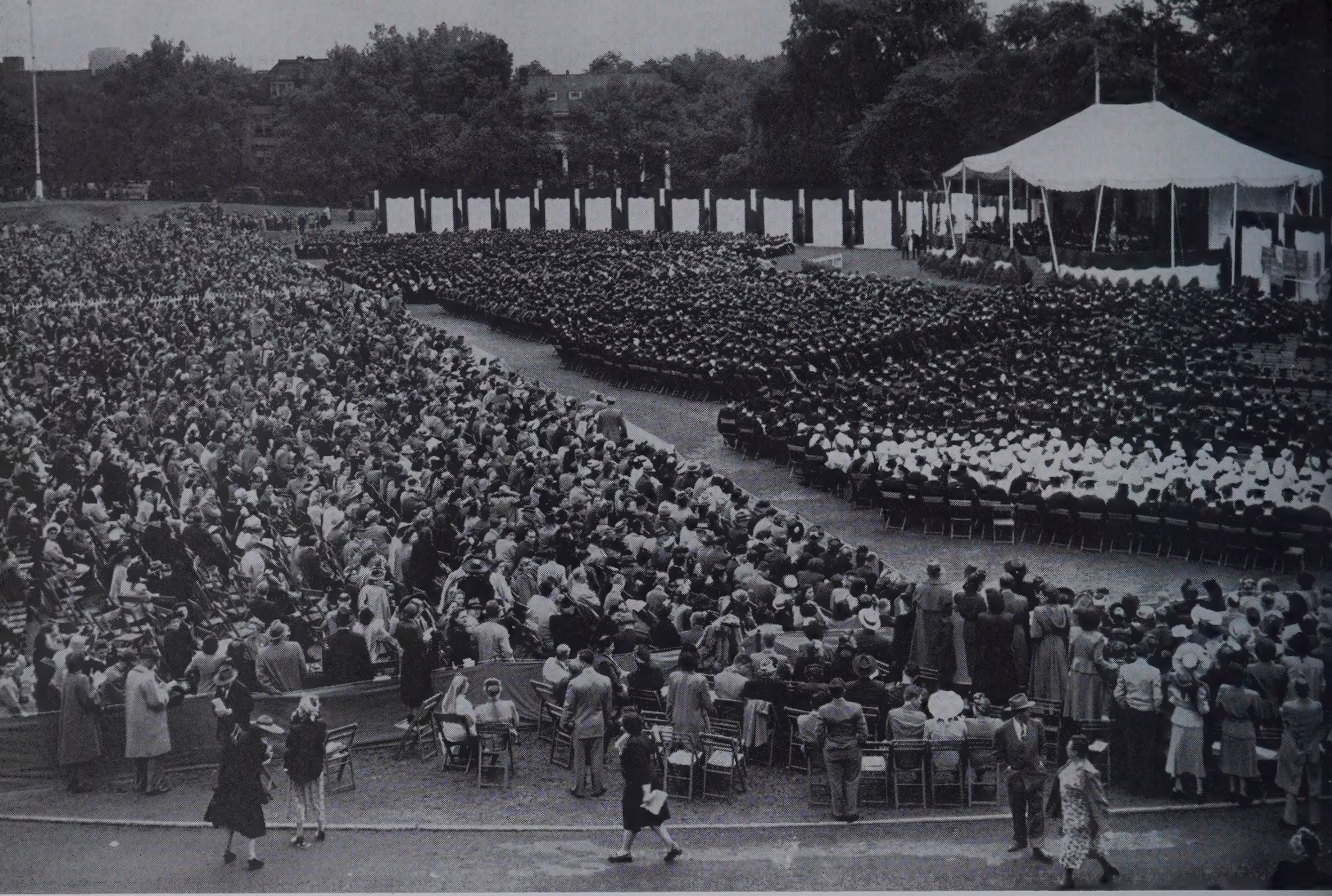


Arthur Frankel

Gerald Feldstein

Aaron Maran

Arnold Kaufman



COMMENCEMENT, 1949

COMMENCEMENT DAY was that day in June you got up earlier than usual and cast an apprehensive eye out the window for the threat of rain. Then after a hurried breakfast, the last-minute briefing of the parents on the location of Gate 8, off to the Heights campus in the car or I. R. T.

It looked like the day of a big football game, with Pinkerton guards accepting tickets at the gates and men peddling N. Y. U. pennants on the sidewalk, but the students squirming into unaccustomed and wrong-size caps and gowns took the edge off the carnival atmosphere and reminded you that it was Commencement. You moved up the hill to Ohio Field, decked out in violet and white bunting and dominated by a large big-top circus tent with its open side facing twenty thousand camp chairs, gradually filling with parents and brothers and sisters and assorted relatives and friends.

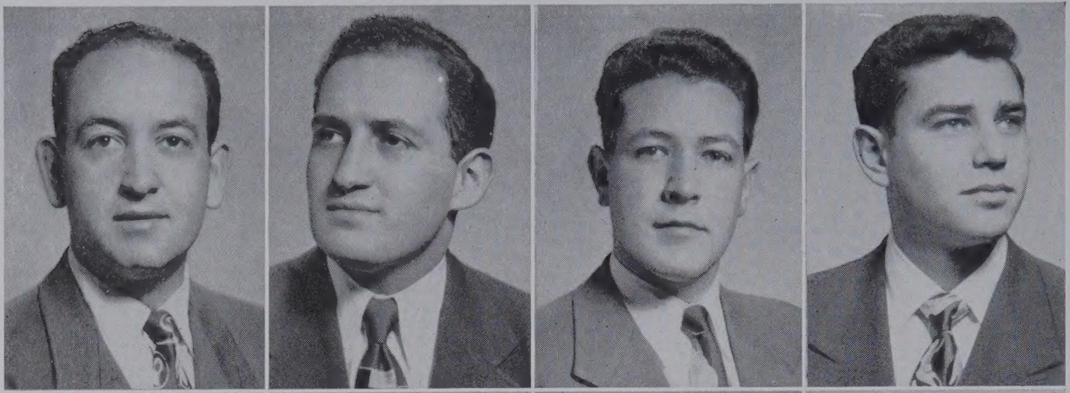
You looked for the Commerce banner on its pole and got on line behind it. It was the longest line of them all, dwarfing all the other schools, and when the signal was given to file into the field, your school's procession took longer than any other to enter and be seated. Edwin Franko

Goldman's Band sounded the processional music and you peered over the throng to see if you could spot the folks.

While the candidates filed onto the field, the only rain to fall in the month of June, 1949, fell, bringing a brief moment of coolness. Then the ceremonies began and Dean Collins, in presenting his candidates, inserted a "plug" for Commerce which brought laughter to the nearly two thousand graduates of his school.

You rose to your feet and returned the academic salute to Chancellor Chase and the girl to your left reminded you to replace the tassel over the left side of the mortarboard but you didn't particularly care, since the thing was just about over, the four years were over, the quizzes were over, and only finding a job and the other concerns of the world were on your mind.

Some more ritual, then the hot, lengthy line at Shanks Hall to return the gowns and Commencement was over. You and nine thousand other 1949 graduates of New York University were left with "A Time To Remember."

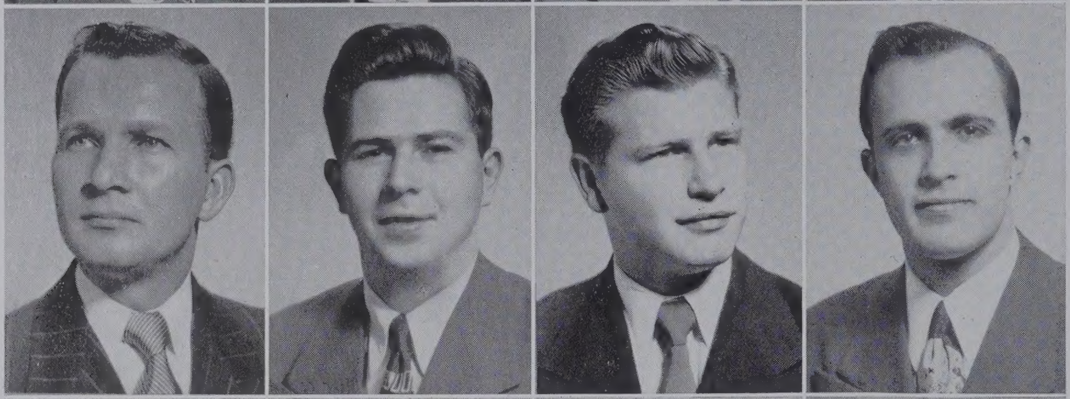


Herbert Aaron

Saul Abarbanel

Michael T. Abbene

Arthur Abelow

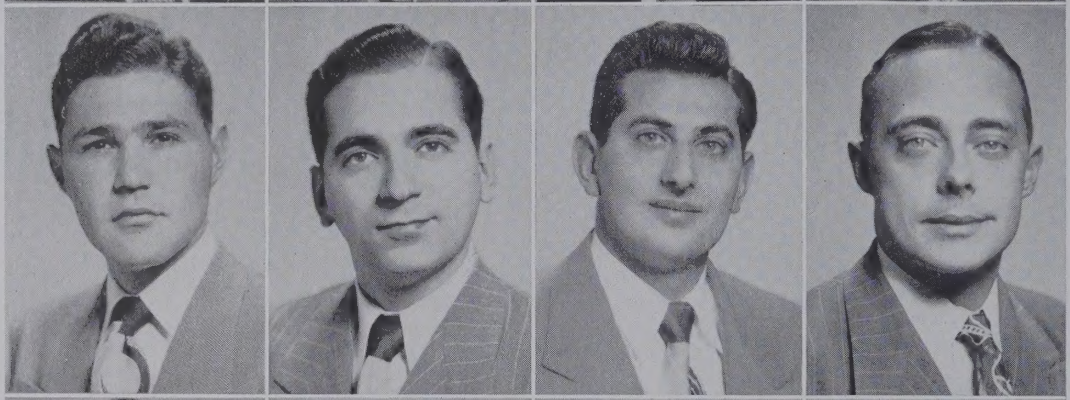


Joseph Abramczyk

Stanley Abramowitz

Bernard M. Abrams

Frederick S. Abrams

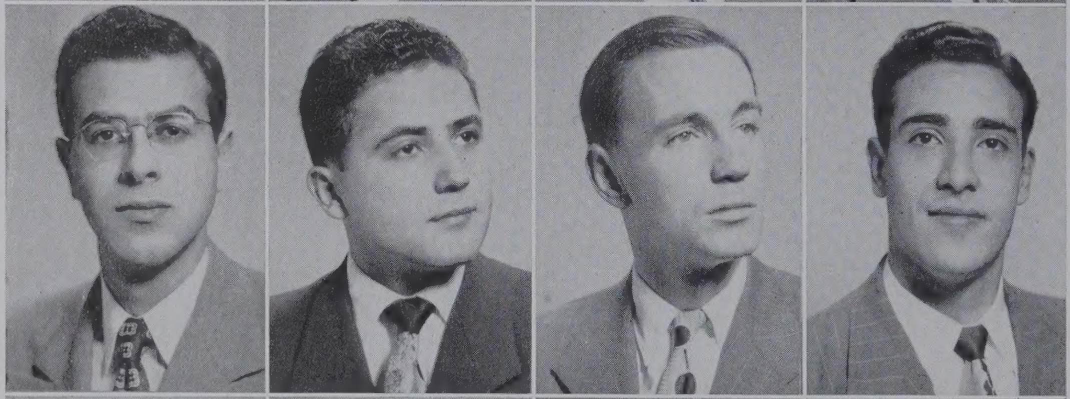


Martin N. Abrams

Sidney Abrams

Harold B. Abramson

Alf K. Adler

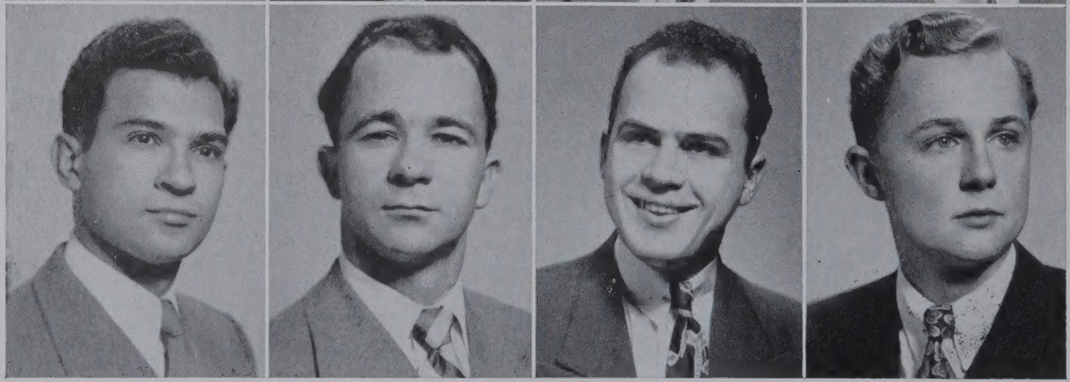


Irving S. Adler

Samuel A. Aizer

Charles D. Alexander

Paul J. Alfano



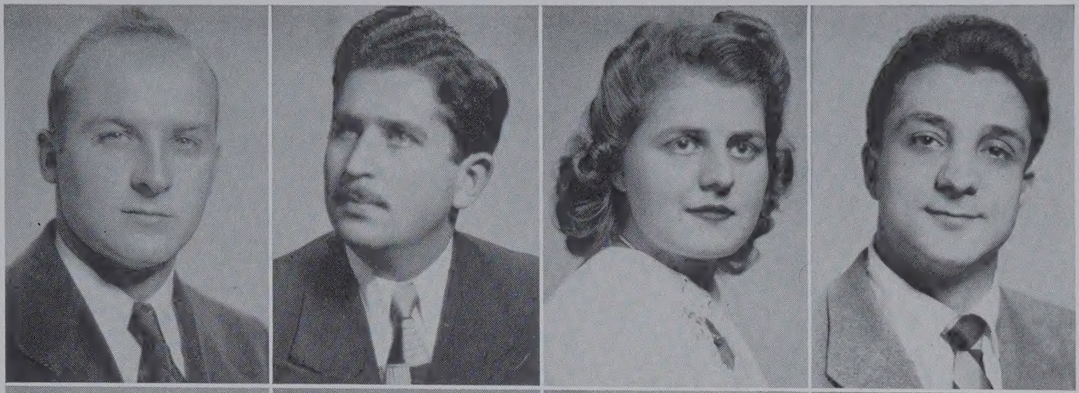
Anthony A. Alia

Robert Alkire

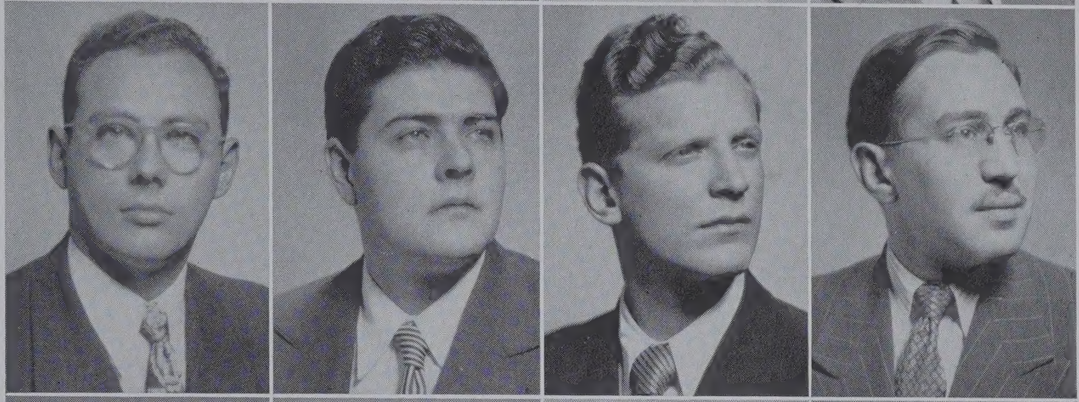
Joseph Alter

Arthur E. Ambler

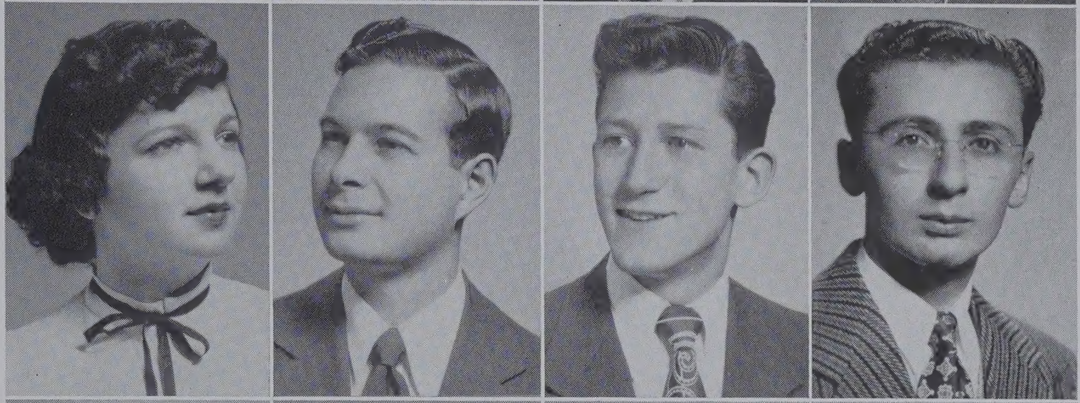
George W. Amerman, Jr.
Monroe M. Amper
Alice Anagnos
John Andrews



Sheldon Anekstein
William Aninger
Harvey Appell
David Apt



Nellie Apt
Robert J. Aronson
Stanley W. Aronson
Edward R. Astarita



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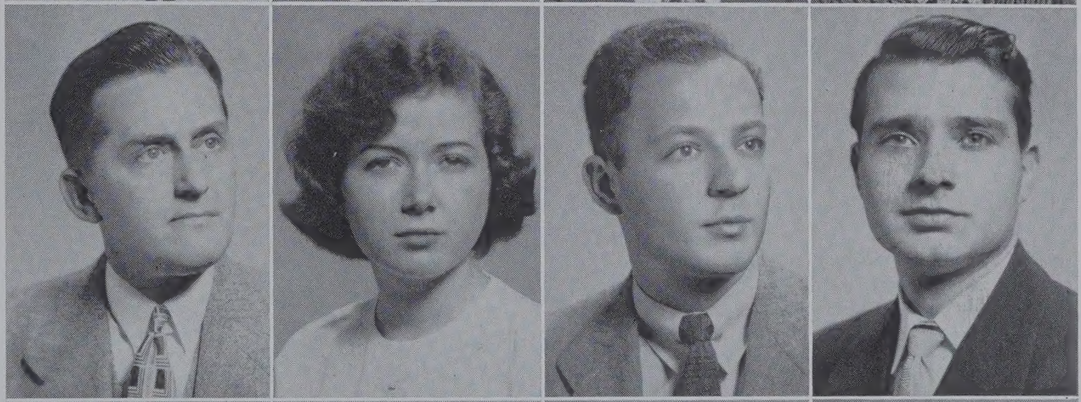
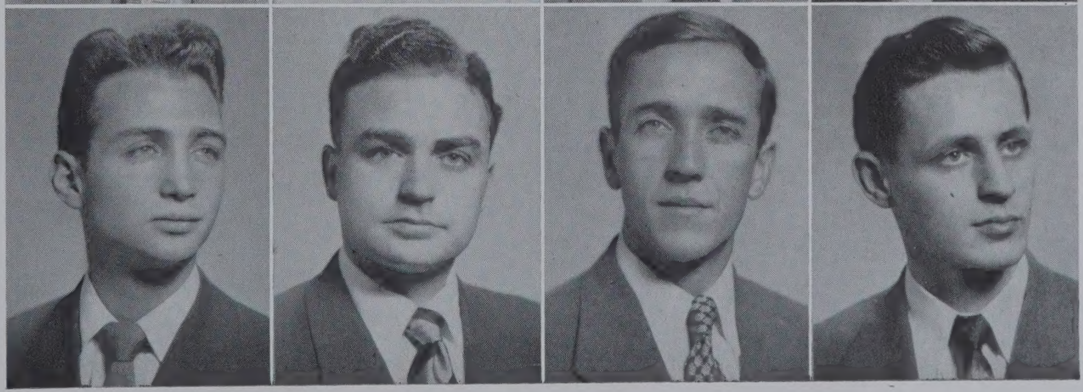
Mildred Atlas
Leon Auerbach
Bernard L. Augenzucker



Donald S. Augus
Stanley J. Auster
Donald A. Avery
Herbert L. Axelrad

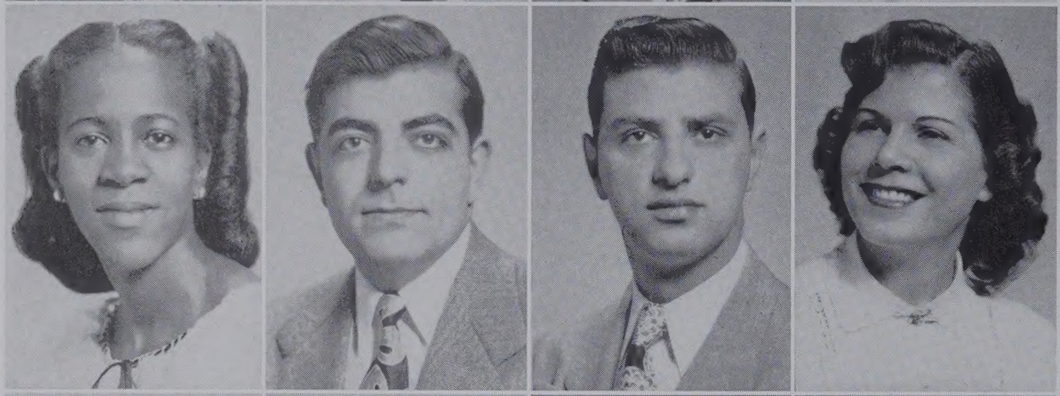


Sol Baer

Paul Baglivi

Charles Baker

Gloria Baker



Ruth Baker

Alfred Baldassarri

Peter Ballas

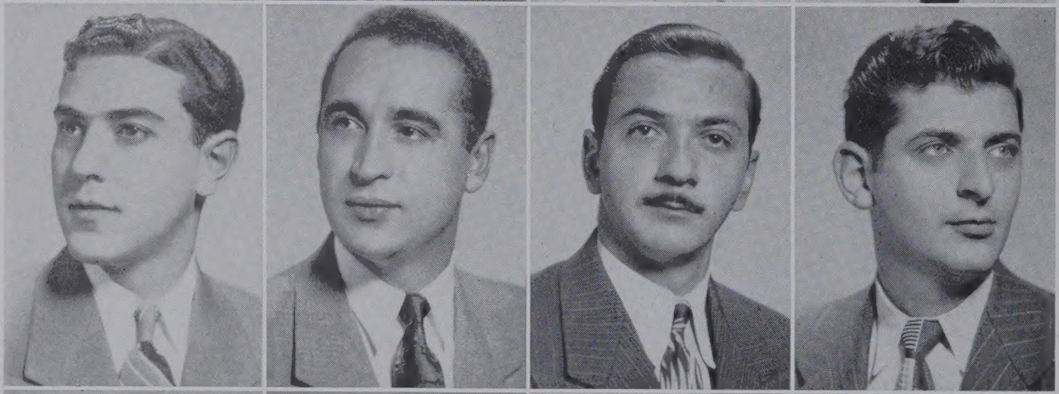
Theresa Barbati

Bernard Bard

Samuel J. Barkan

Fredericka S. Barnet

Margaret Barth



Joseph A. Bartolotta

James E. Bauley

Francis H. Baum

Herbert F. Baum

Iris Baum

Jesse I. Baum

Dorothy E. Bazerman

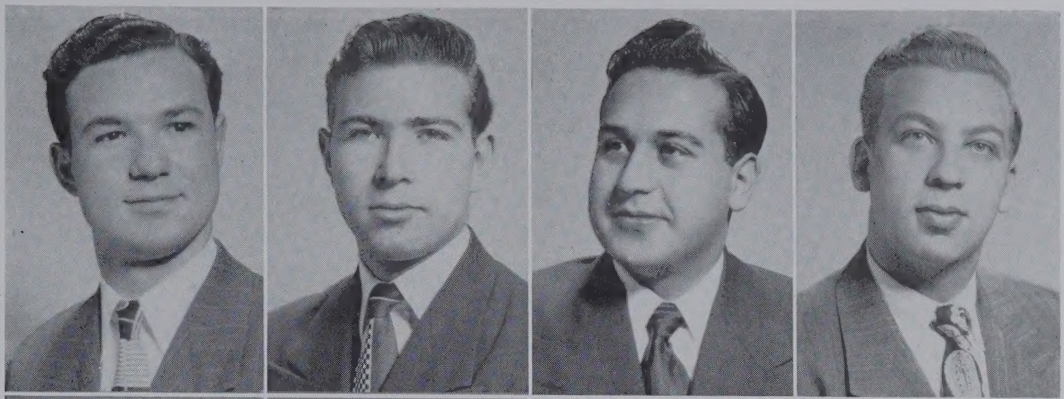
Raymond J. Beaugez

Daniel Becker

Warren Becker

William Becker

Herman Bender

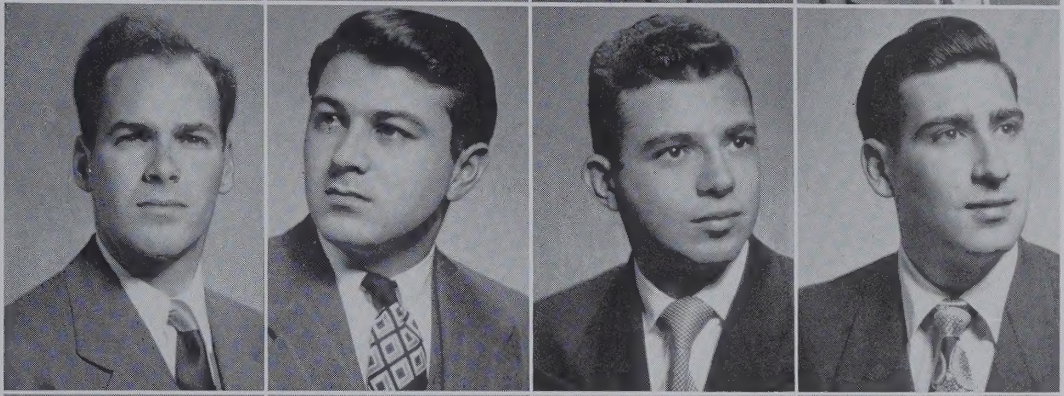


Arthur D. Bennett

Alexander Berger

Irving Berger

Morton Berger

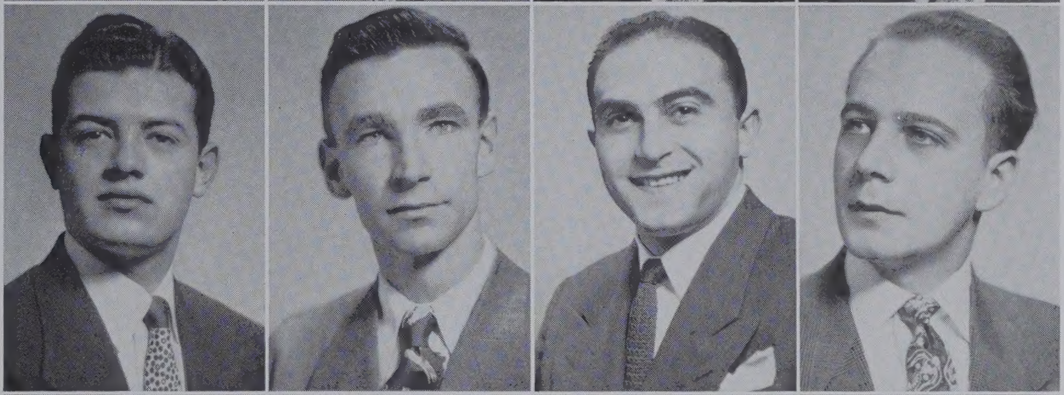


Arnold Bergman

Robert Bergsten

Seymour Berkowitz

Arthur Berla

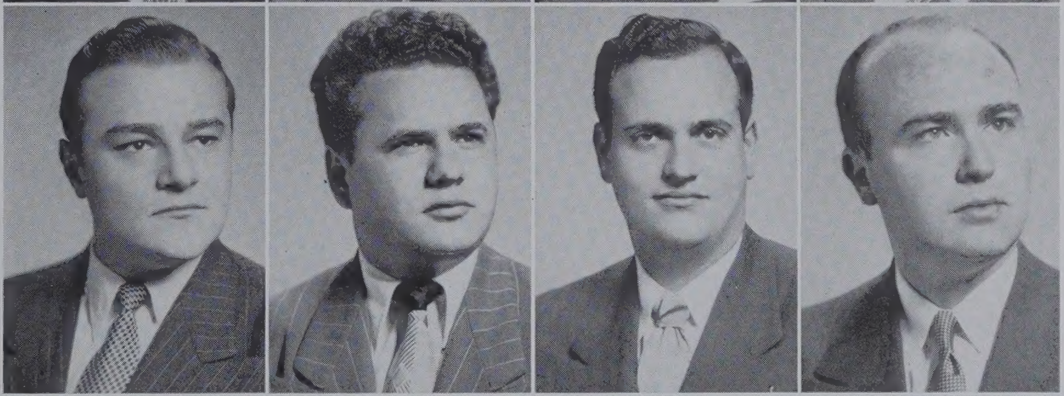


William Berliner

Abraham Berman

Bernhard Batashoff

Albert Berman

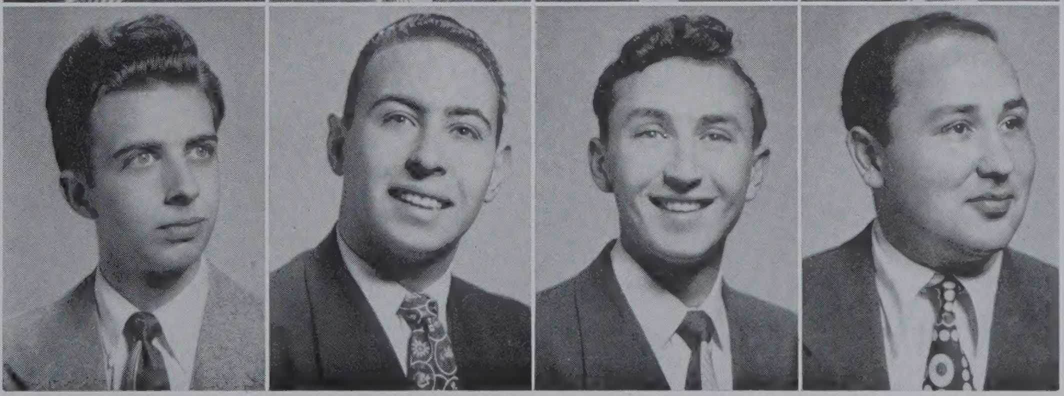


Louis Berman

Robert Berman

Jay Bernstein

Jack Bernstein



Richard Bernstein

Herbert L. Biller

Edward Binder

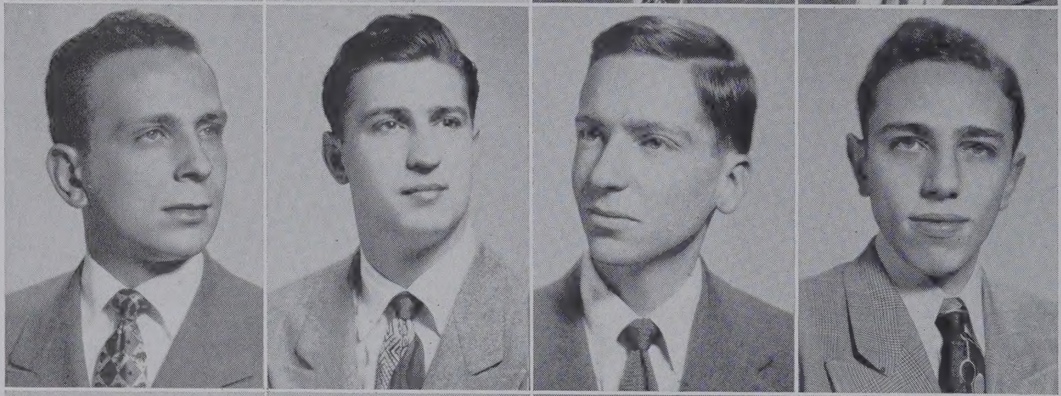
Irving Bishop

Evelyn Bisordi

Sheila Blatt

Stanley Blechman

Isadore Bleiberg



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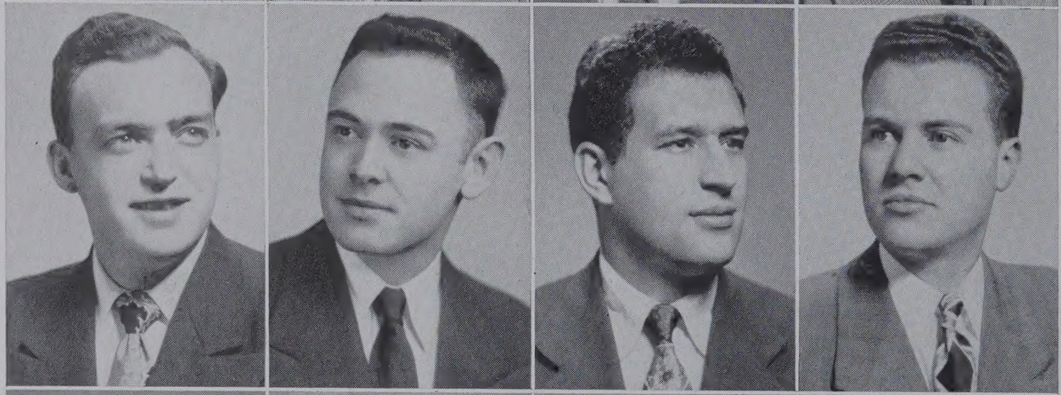
Bertram Block

Robert Bloch

Burton Bloom



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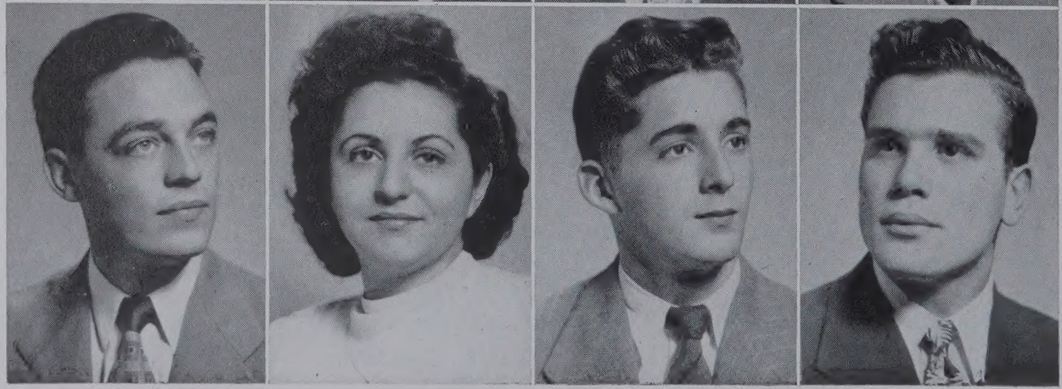
Daniel Blum

Herbert Blumenthal

Lawrence H. Bober



Alfred Boberg

Florence Bobrow

Donald Bomma

Mario Borini

Joseph Bortnick

Thomas Boudouris

Arthur Boutis

Elaine Boyrer

Joseph Brady

Leonard Brandes

Harriet Brechner

Manfred Brecker

Harry Brenner

Julian Brewster

Eugene Briglio

Arthur Brodsky

Edwin Brody

Herbert Brooks

Philip R. Brooks

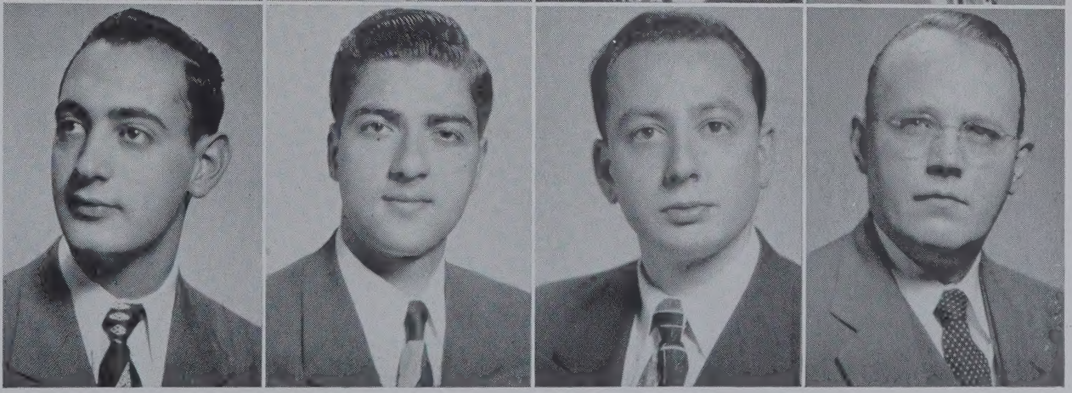
Milton Brown

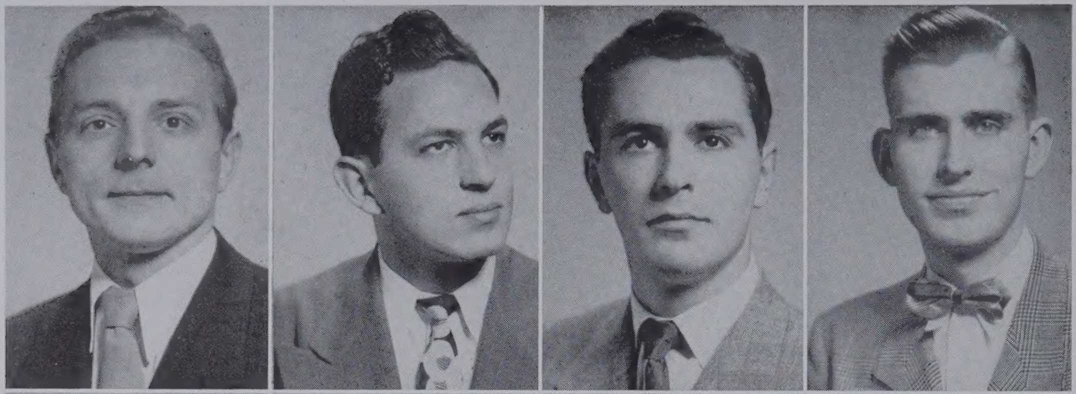
Robert Brown

Eugene Brozen

Norman Brucks

Arthur Bruhwel





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Douglas Bulch

Harold Buchbinder

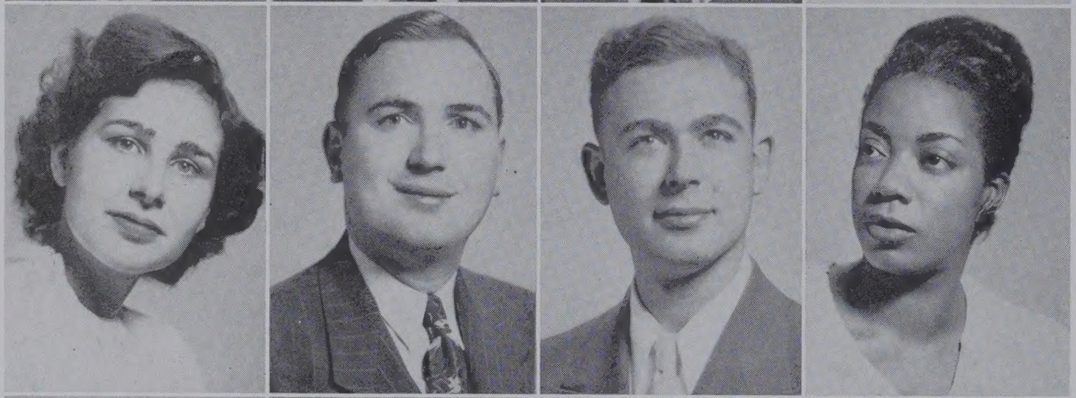
Robert F. Buehler

William F. Bulakites

Norman Bulow

Harry Burgeman

Marie Therese Burke



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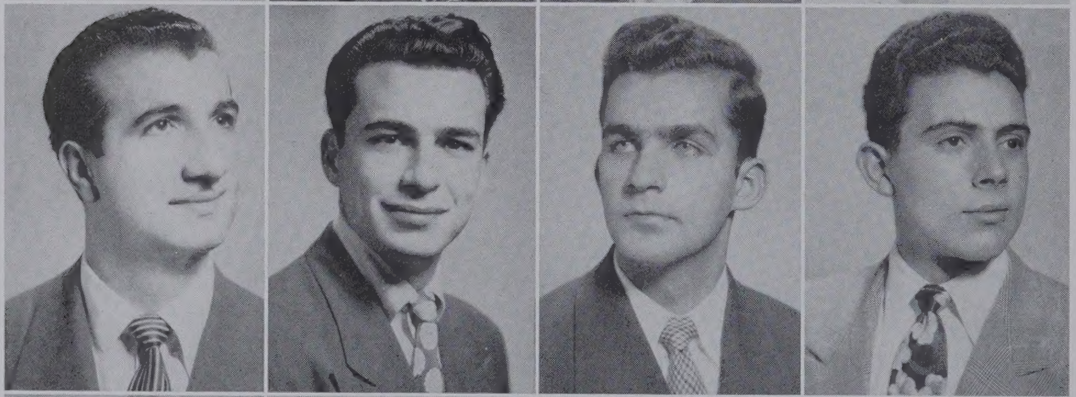
Edwin Burton

Seymour Bushkin

Donna Patricia Caesar



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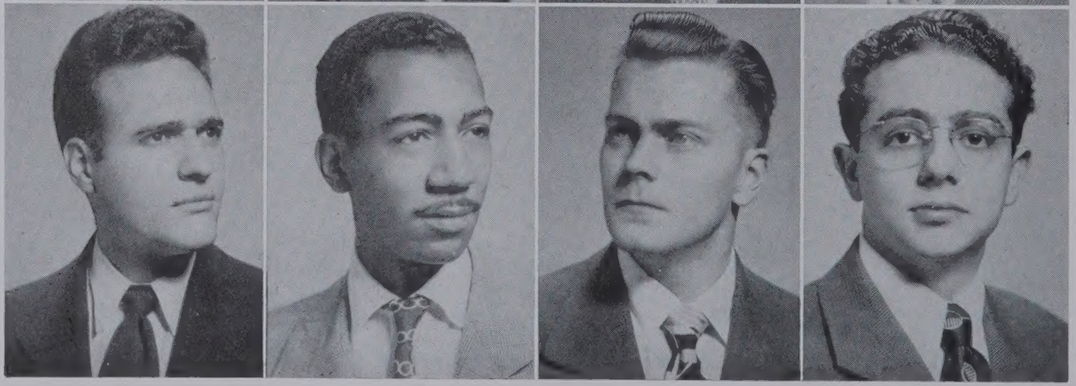
Pasquale Capone



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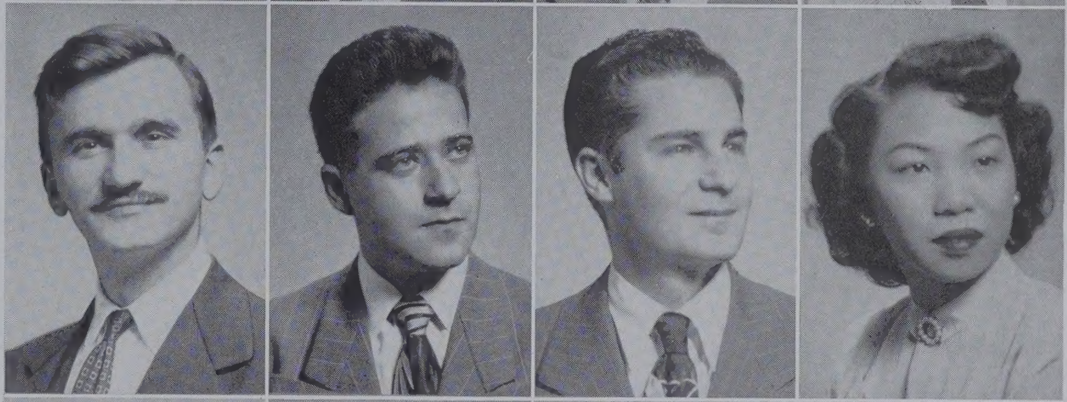
Robert Chatov
Abraham Cherkes
Marcella Chin



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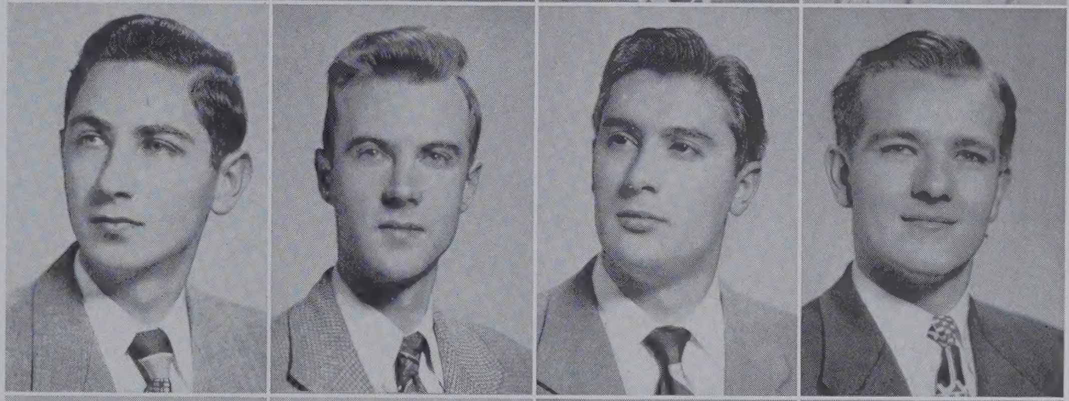
Julian Cimbaluk



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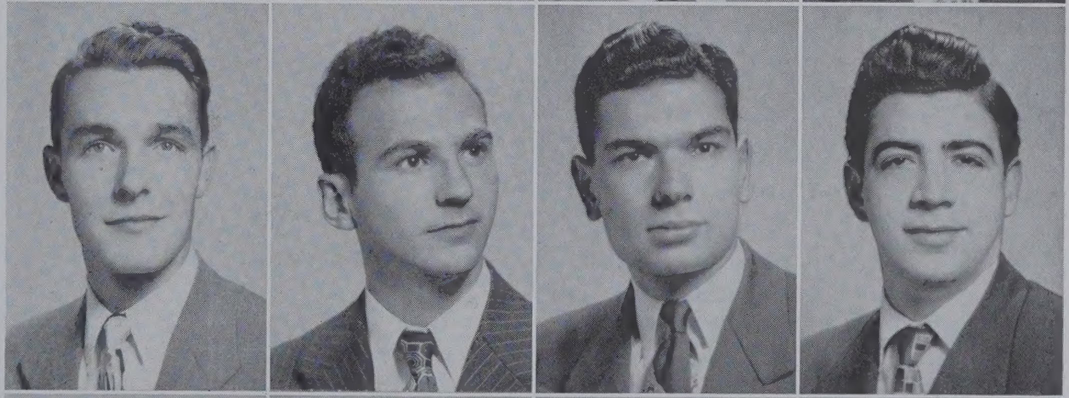
Isadore Cohen



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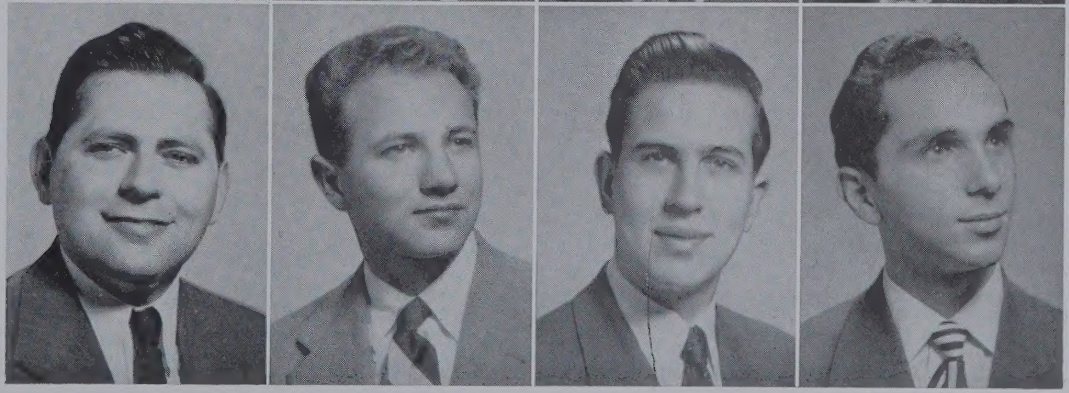
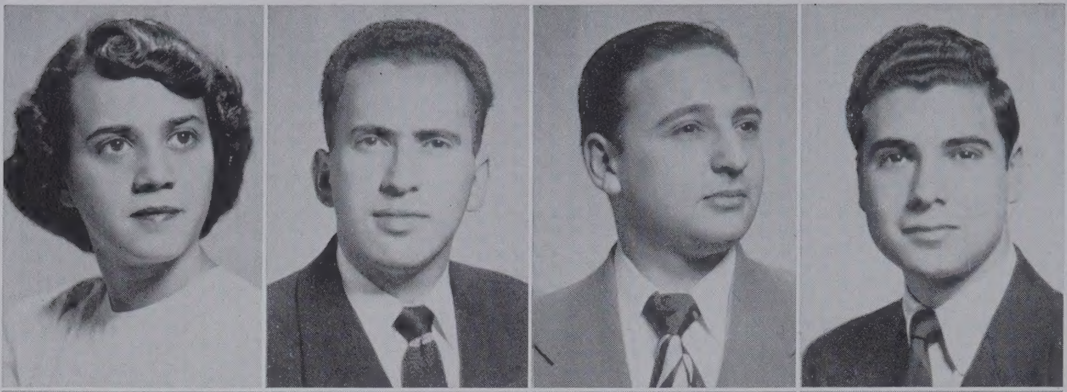
Murray Cohen
Norman Cohen
Norman J. Cohen





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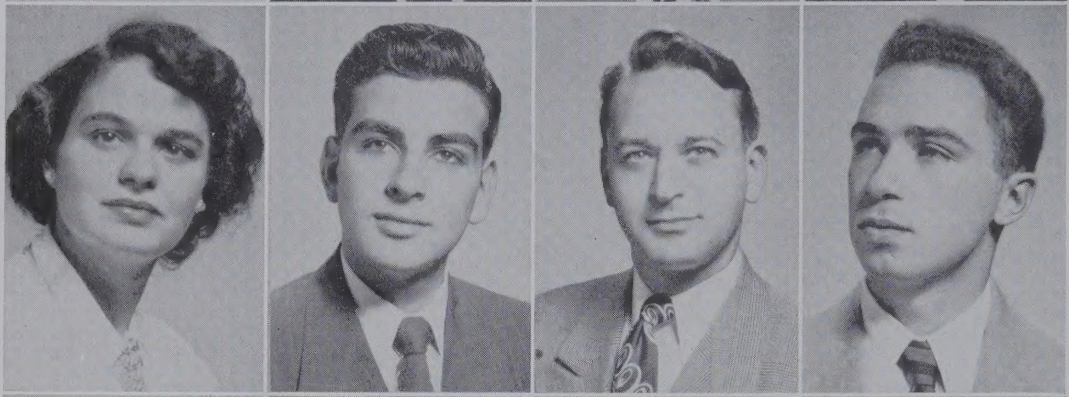
Saul Cohen

Stanley Cohen

Sydney J. Cohen

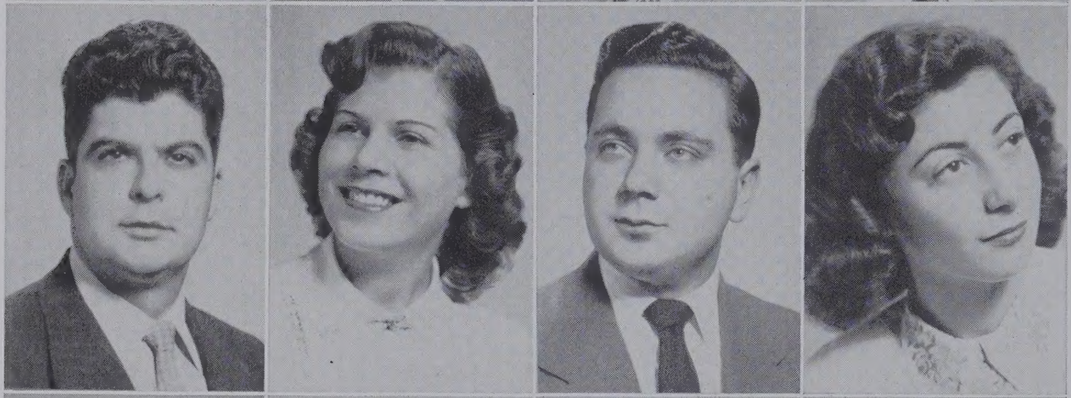


Sylvia Cohen

William Cohen

Louis Cole

Maurice Coleman

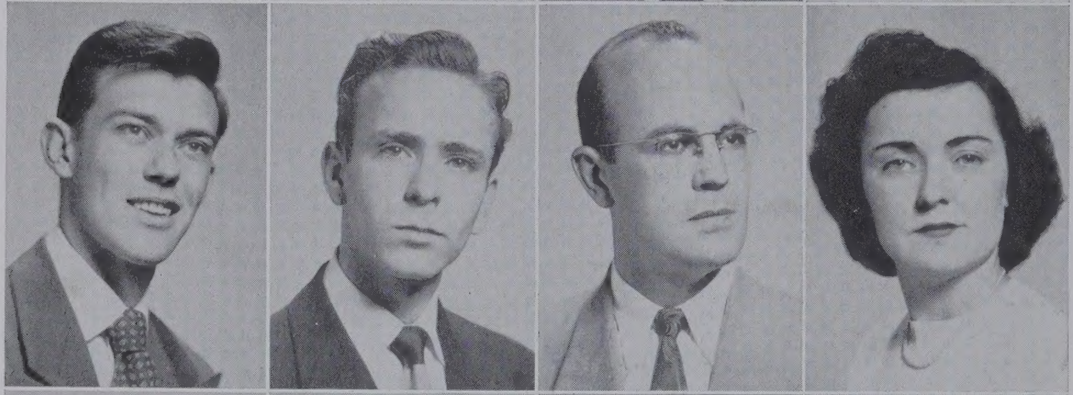


Raymond Comas

Arthur Cooper

Edwin Cooper

Frances R. Cooper



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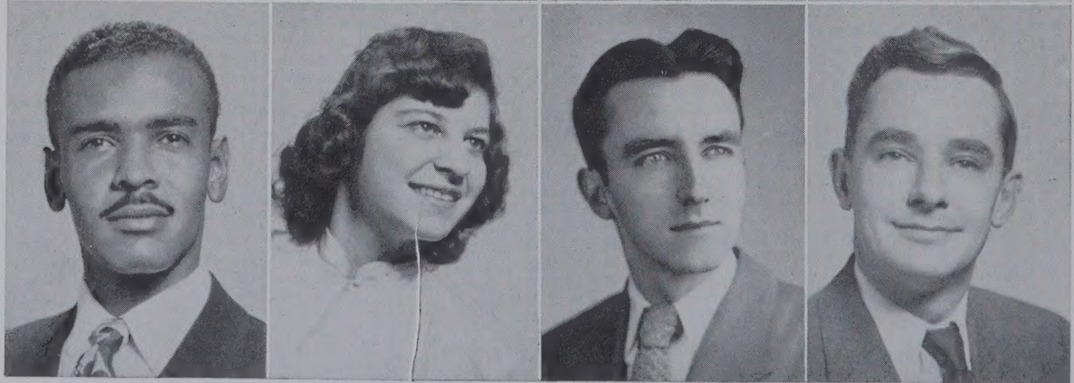
Ralph Coopersmith

Edward Costello

Eileen Coughlin



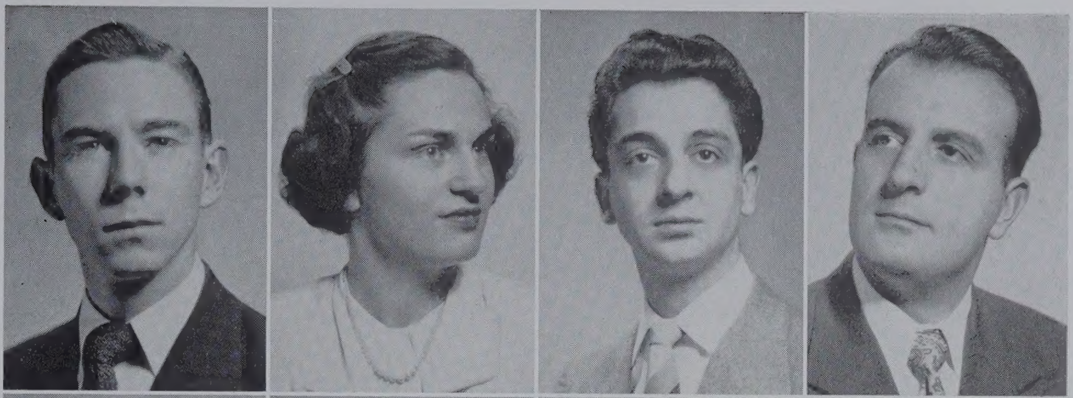
Kenneth Crawley

Rita Crespin

John Crowell

Robert B. Crowley

Gerard D. Curtin
Madeline Czimmer
Haig Dadourian
Leponty Dari



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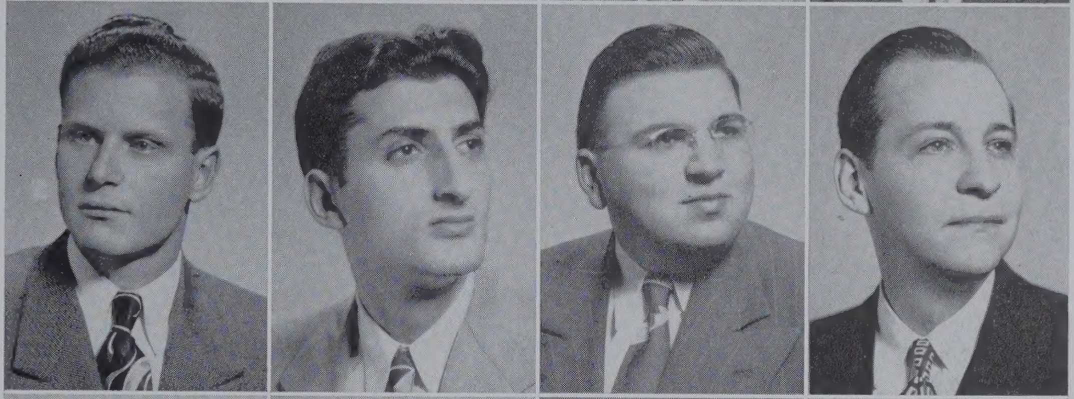
Gilbert Davison



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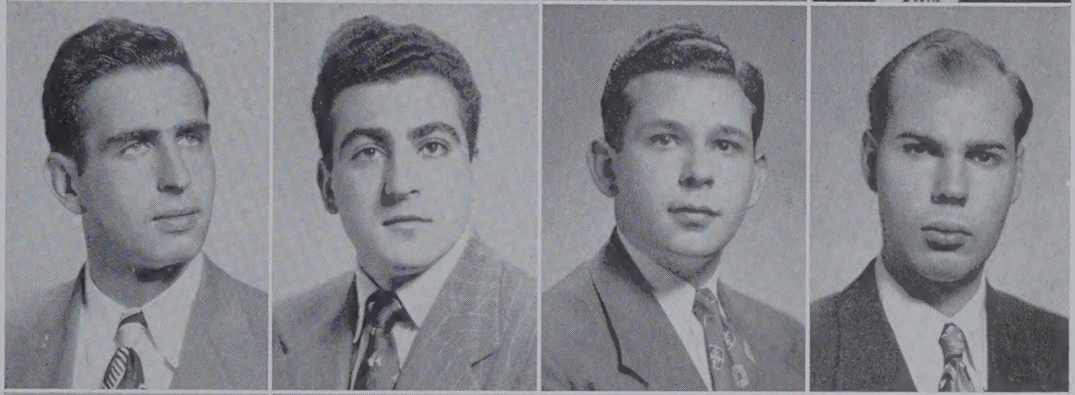
Folgore De Cicco
Herbert Deitz
Richard Deitz



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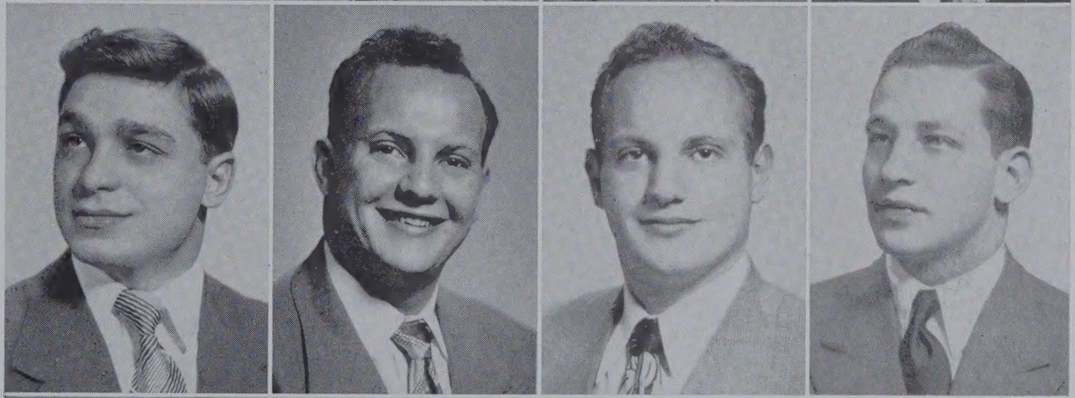
Stanley Dellon
Maury Delman



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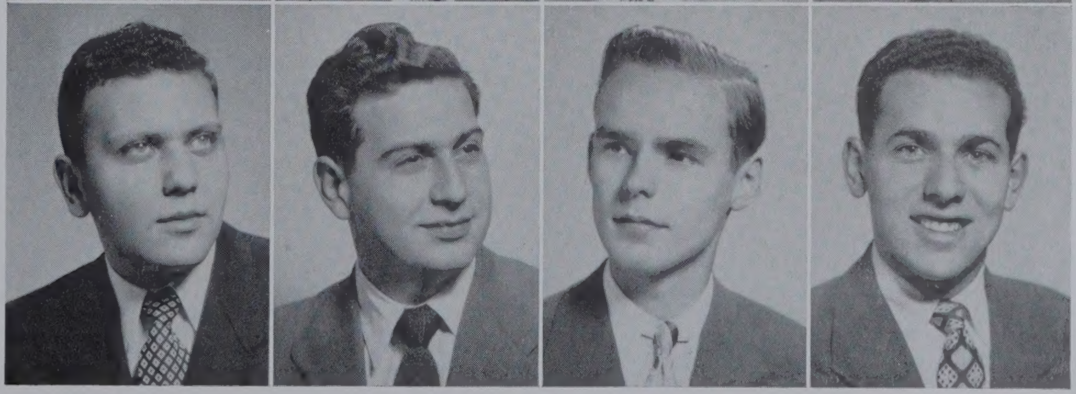
Martin Deutsch

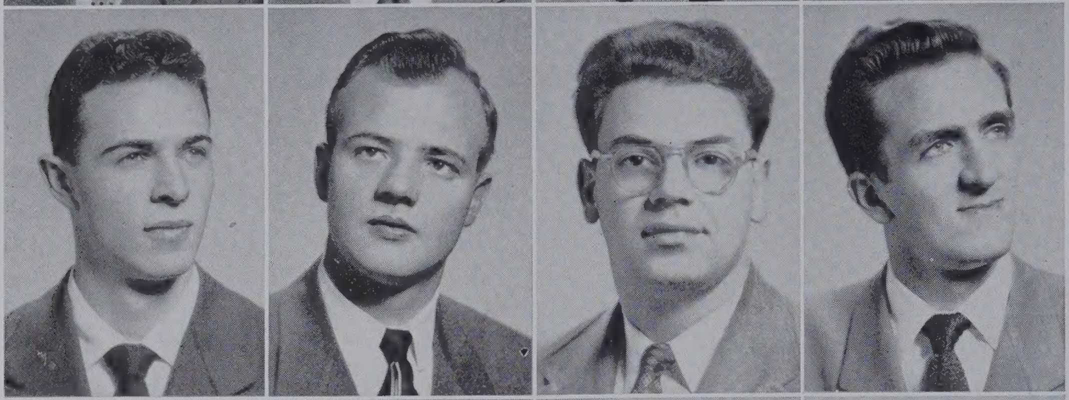


Frank Devanny, Jr.

Robert Devaney

Herbert I. De Vos

Stanley Dichter



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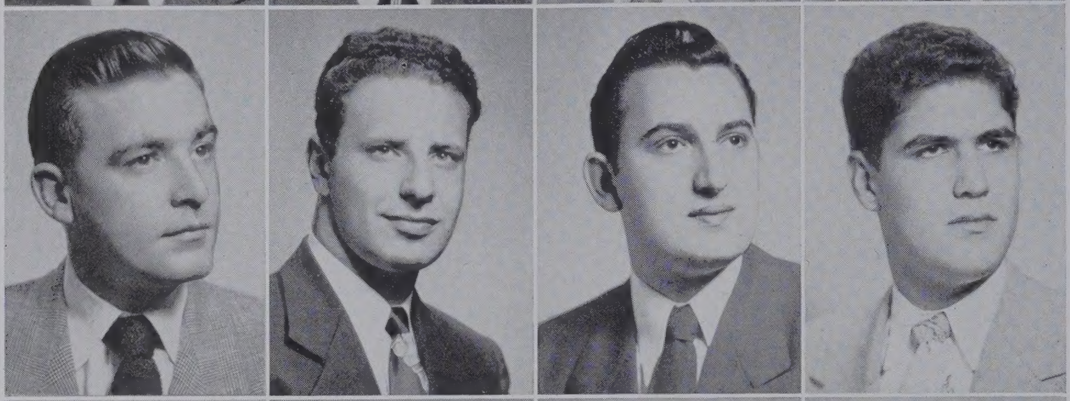
Martin Diesing

Murray Dinerstein

Frank Dito



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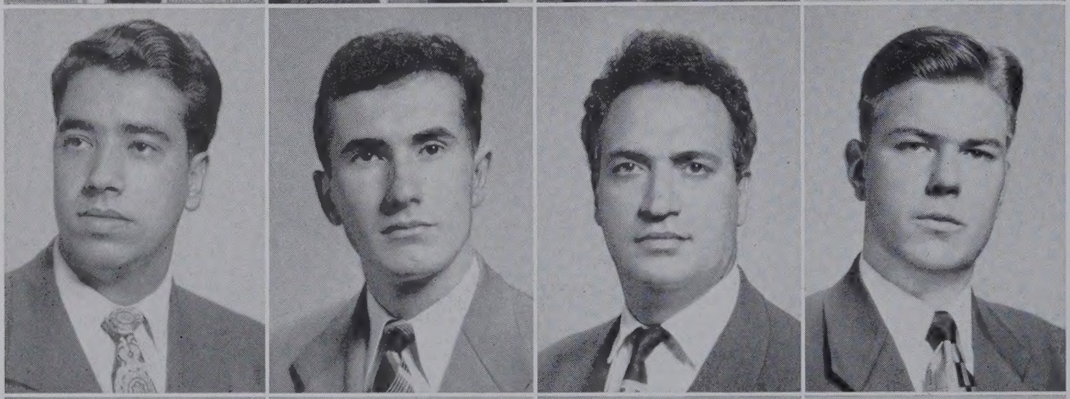
Luther Dogramajian

Carl Dorfman

Elliott Dorfman

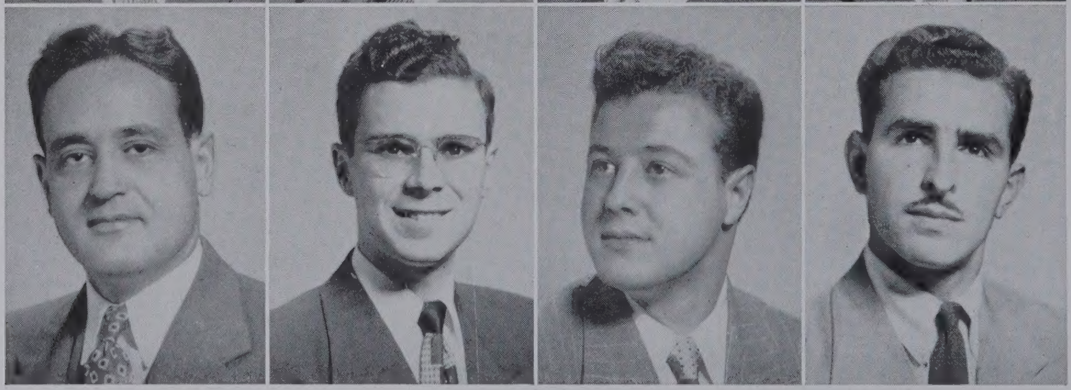


Pasquale Doto

David J. Dowd

Joseph C. Dragone

William Dralle



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Seymour J. Drill

Irwin M. Drucker

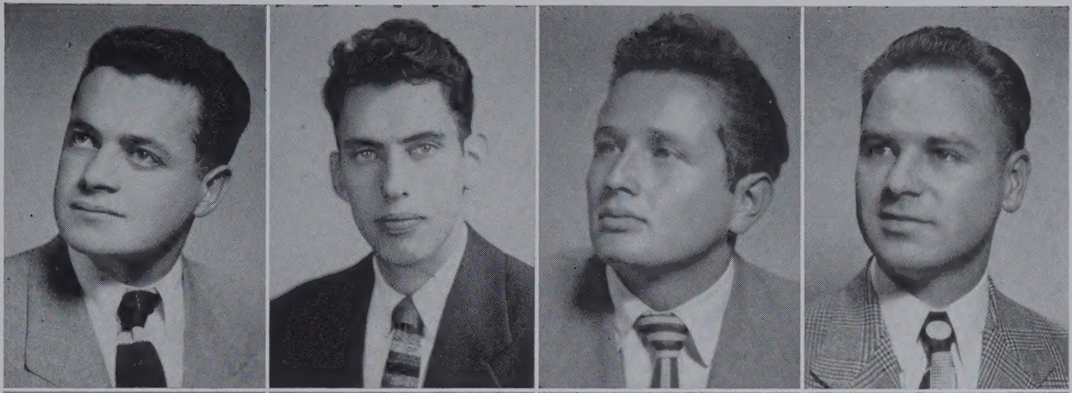
Jerald A. Drucker

Donald Dubin

Martin Dubitsky

Martin Duchowny

Edward Dudek



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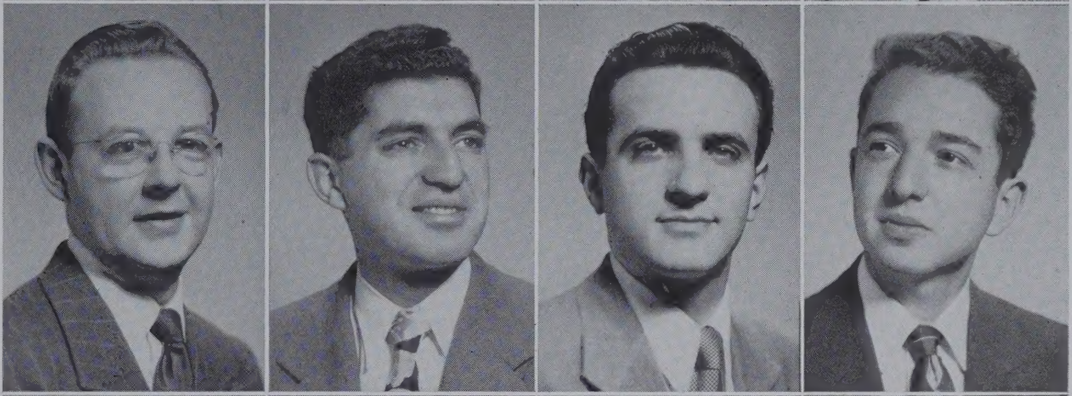
Paul Dworkin

Albert Durso

Seymour Ebner

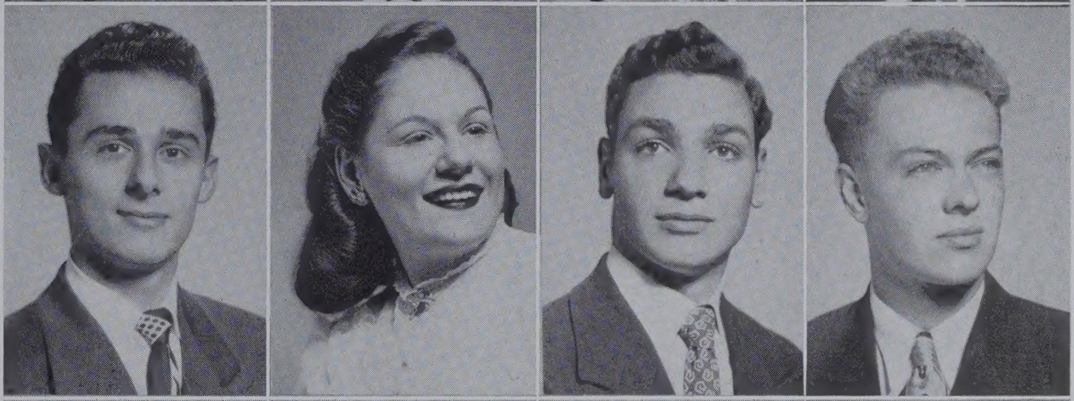


Howard Edelman

Gloria Edelman

Gilbert Edelson

Joseph Eder

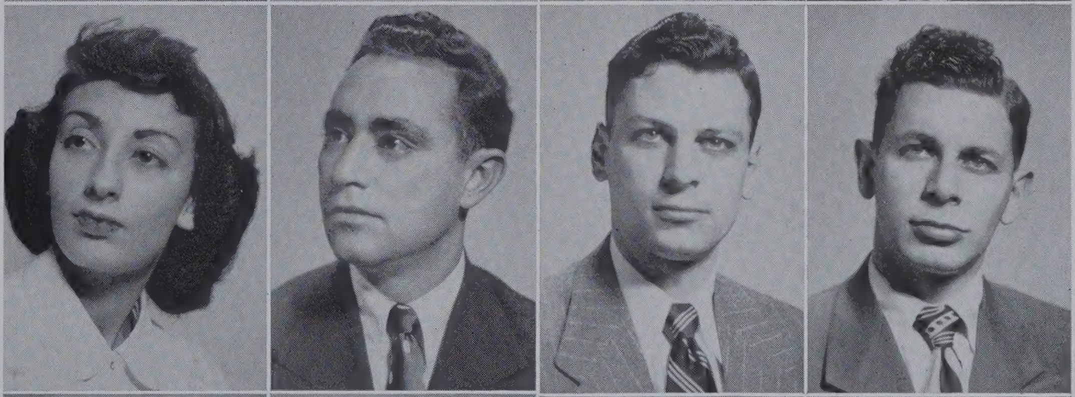


Renee Ehrenworth

Norman M. Eiger

Daniel Eininger

Sheldon Eisenberg



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Henry Eschwege

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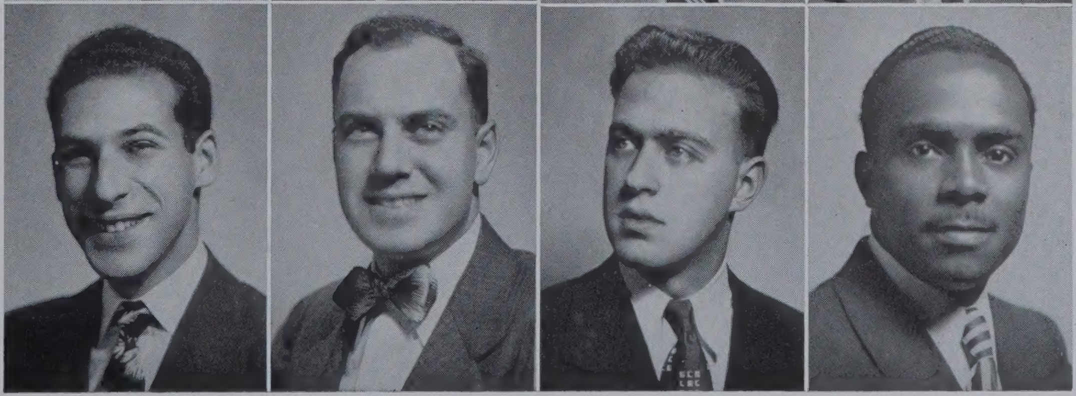

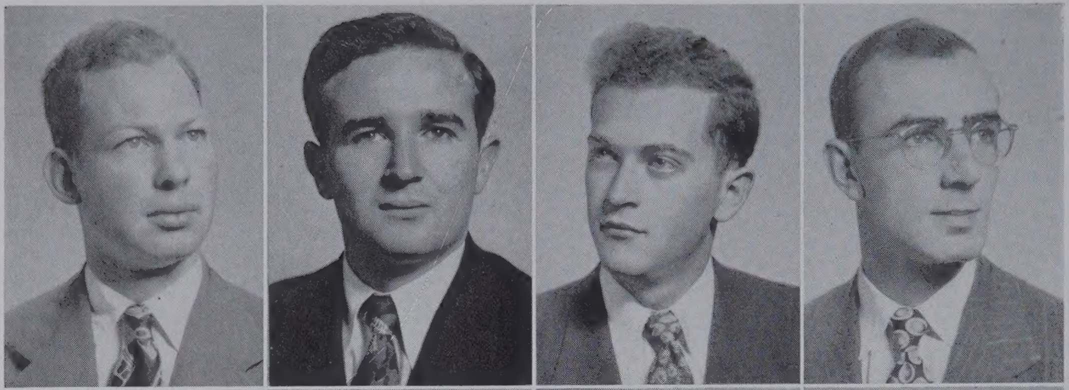

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Jerome Esterman

Herbert Estrin

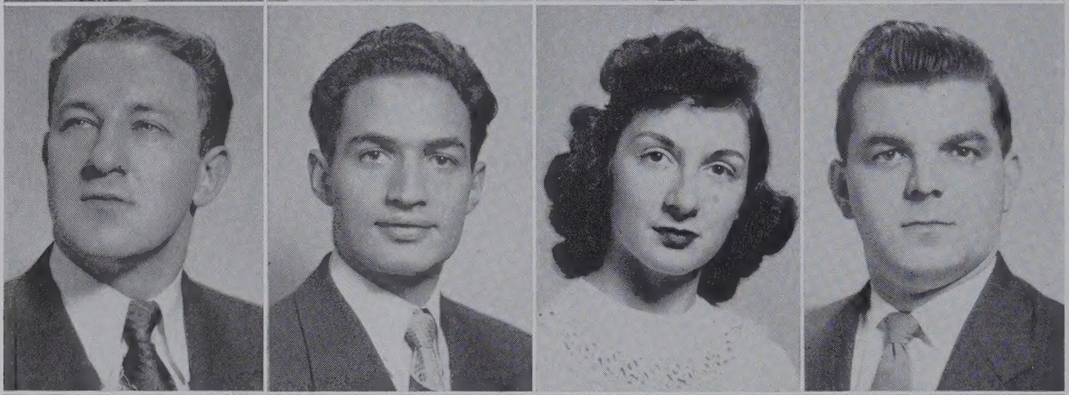
Donald Estrup

Robert D. Everly

Ida M. Falco

Esther Falk

Florence D. Falk



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Elaine Farer

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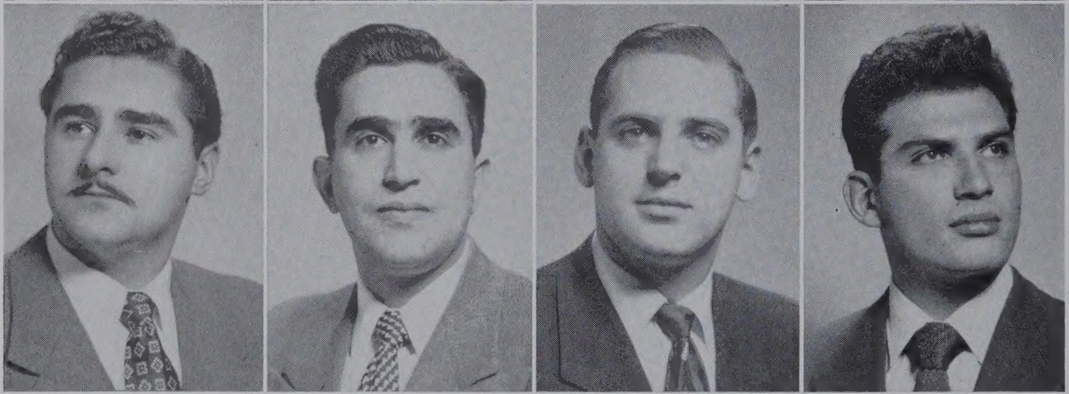


Jack Feder

Joseph Feigelis

Sanford Feingold

Ronald Feinman

Edward Feinstein

Bette Feldman

Melville L. Fergang

Terence C. Ferguson

Julia Ferro

Morris Fielstein

Richard B. Fierstein

Edward Finch

Elliot H. Fine

Daniel Finkelstein

Eugene Finkelstein

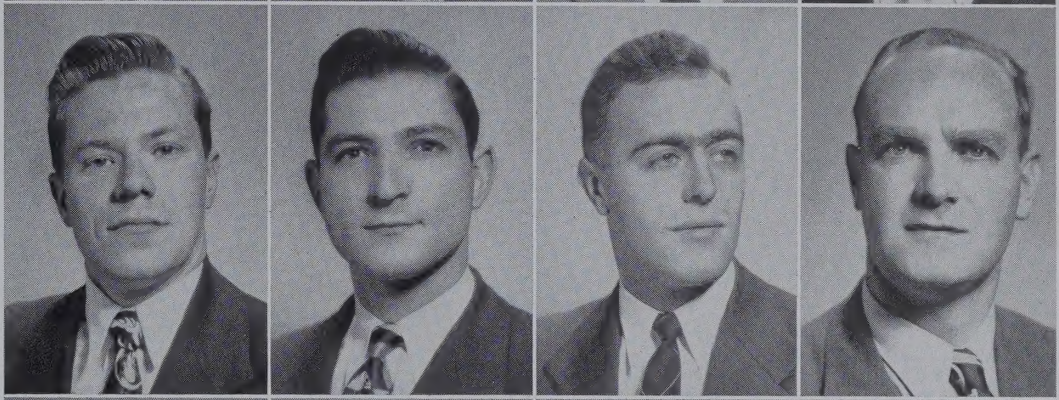
Leon Finkelstein

J. Gordon Finlay

Felix Fischler

Richard Flick

William Florentz



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Robert Fogelman

Albert R. Foshko

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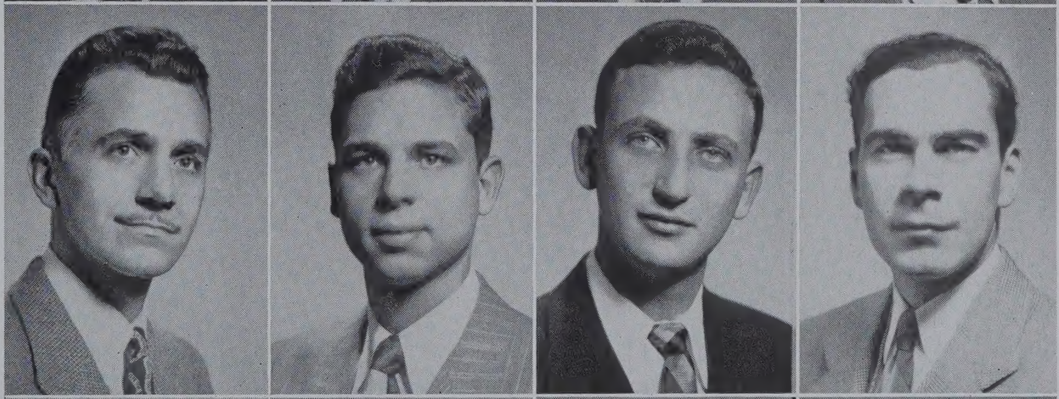

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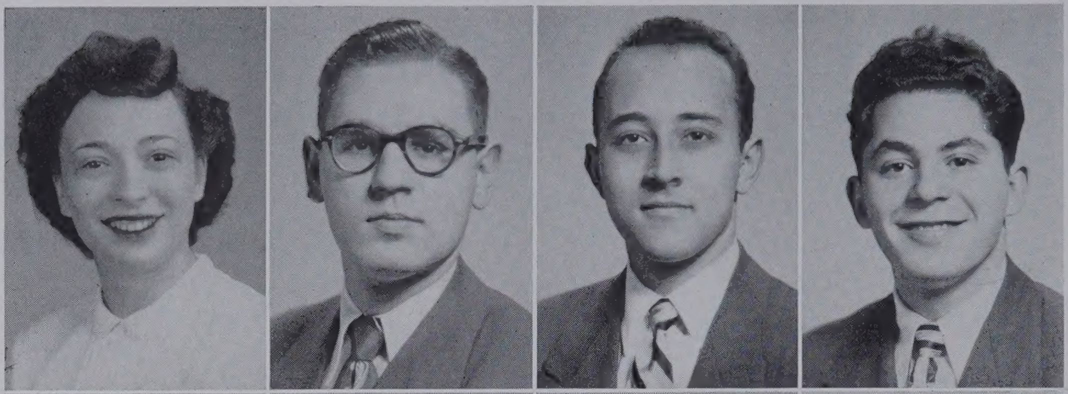
Leo Frank

Milton Frank

Babette Frankel



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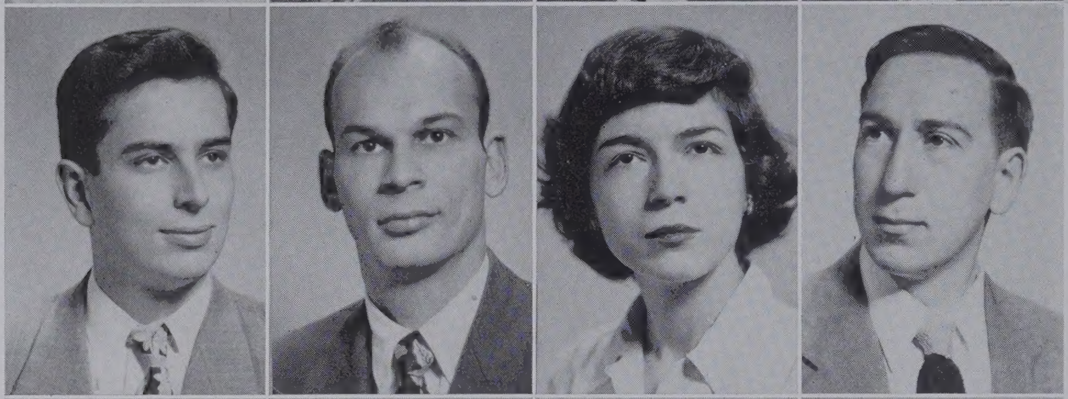
Robert Fredericks

William Freedman



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Herbert Freeman

Mildred Freeman

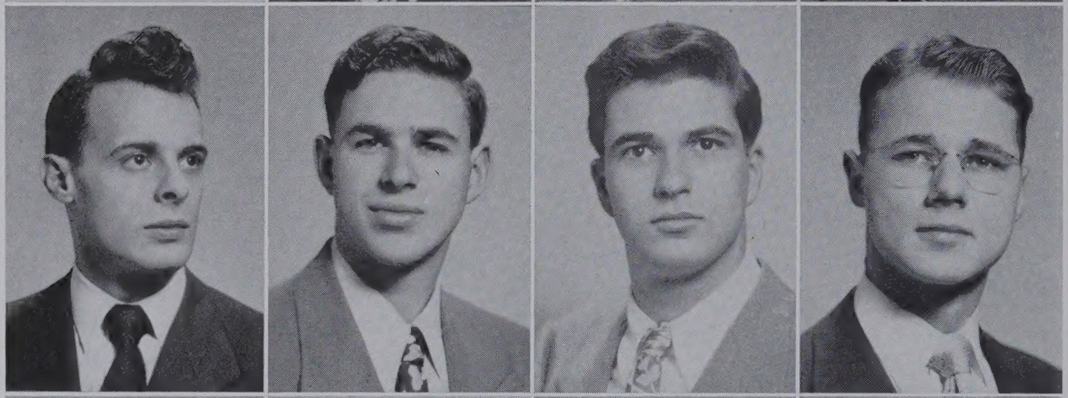
Paul Freeman

Shirley Freides

Charles Fried

Natalie Fried

Meyer Friedman



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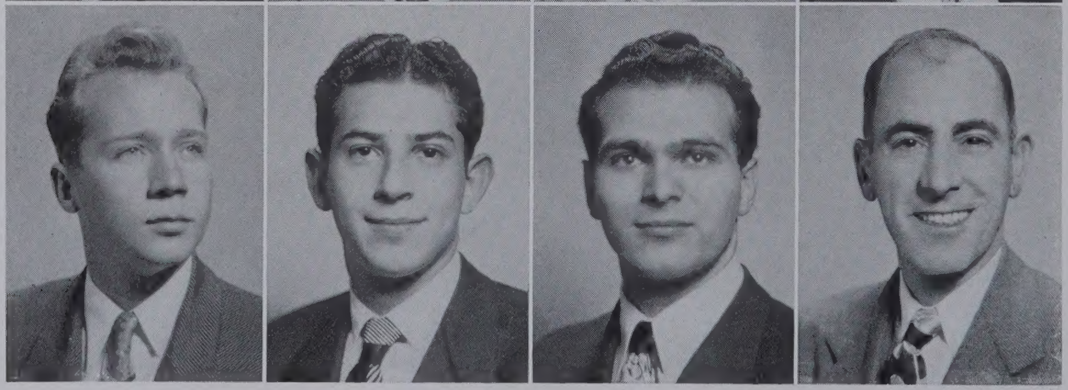
Stanley B. Frieze

Charles Fritz



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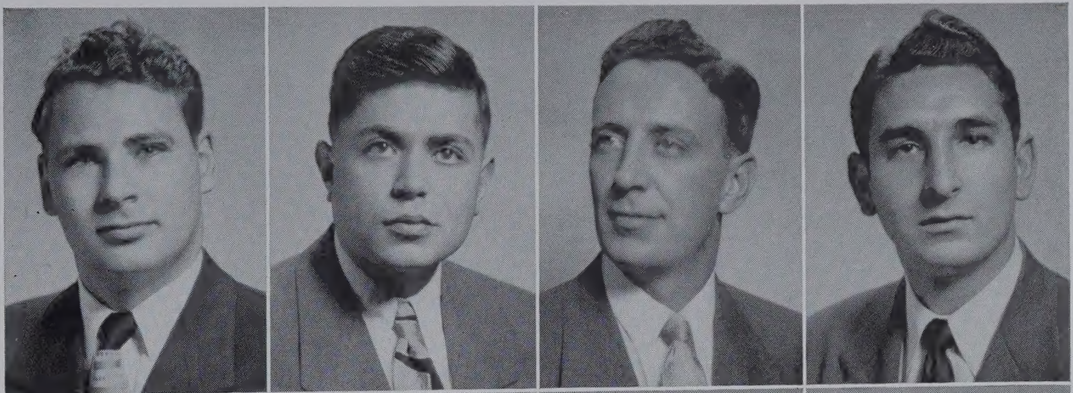
Samuel Funston

Harold Funt

Albert Fusco



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Henry Gale

Edward Galvin

Harold Garbus

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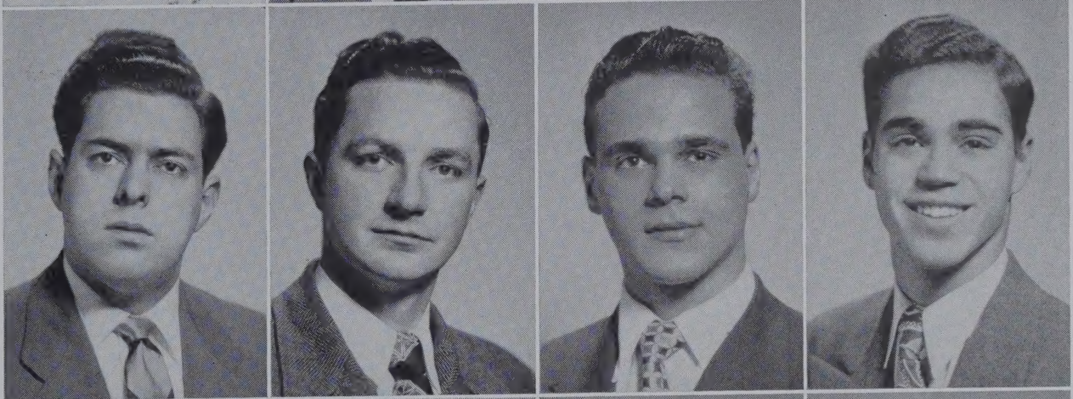
Joseph Gardner

Robert Garelick

Howard Garfield



George Garn

B. Garrett

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Daniel Gebel

Joan Gelb

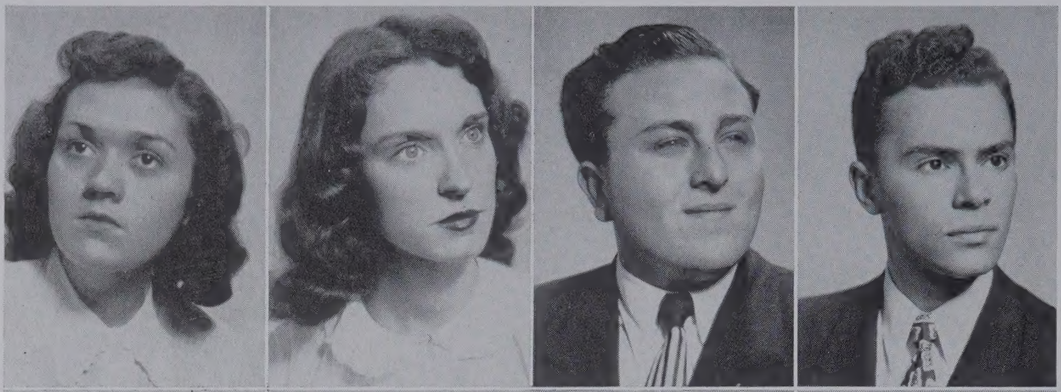
Isabelle Geller

Ralph Geller

Howard Gellis

Sanford Gelwarg

Arthur Gendelman



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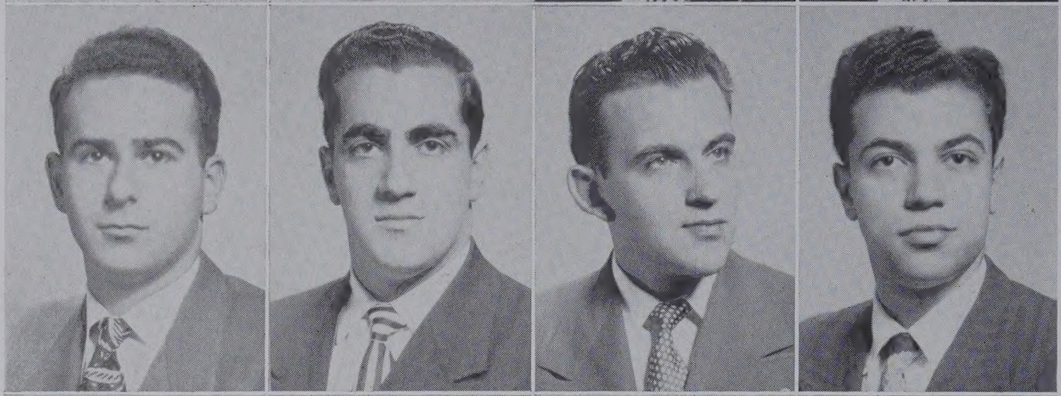
Regina Geraghty
Aaron Gerb
Norman Gerber



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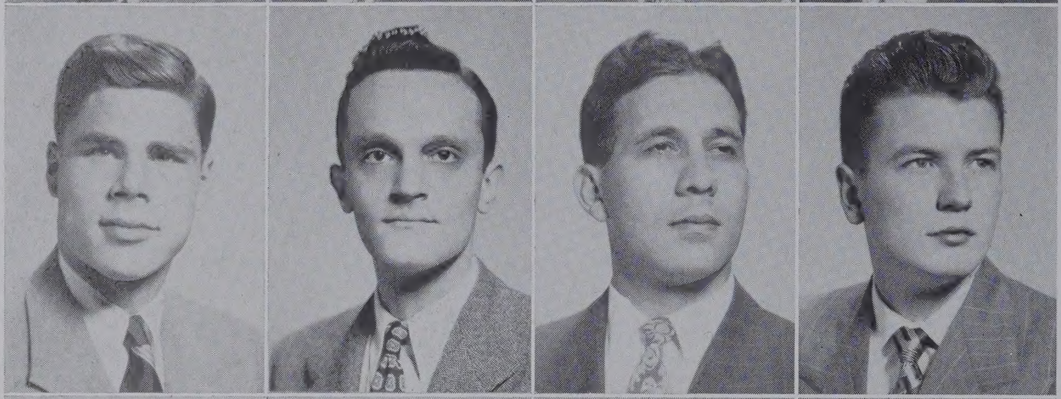
Martin Gershen
Leo Gershgorn



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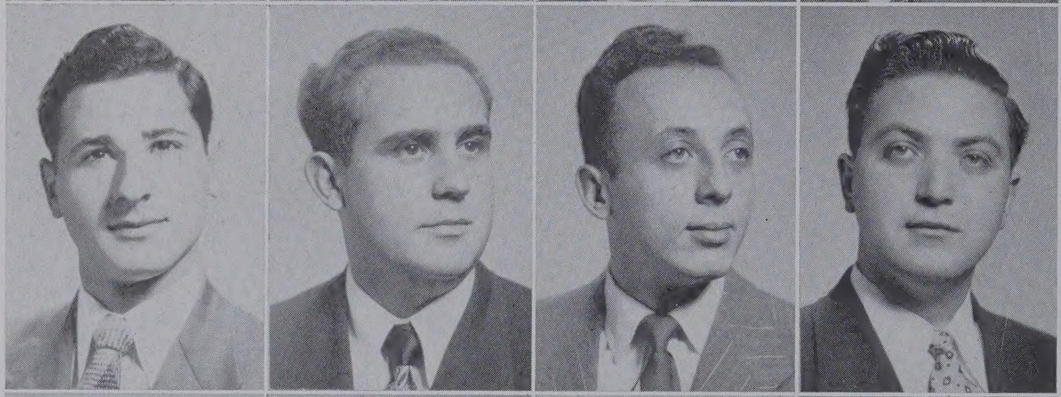
Anthony Gianunzio
John Giebel



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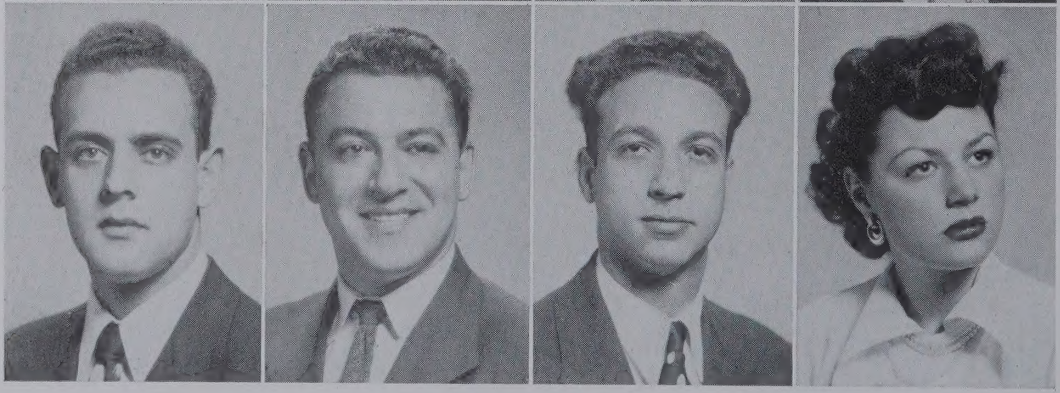
Howard Gilbert
Joseph Gingold
Jerome J. Ginsburg



Irwin Ginsberg
Seymour Ginsberg
Theodore Ginsberg
Velma Ginsberg

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Jerome Gladstein

Estelle Glatt

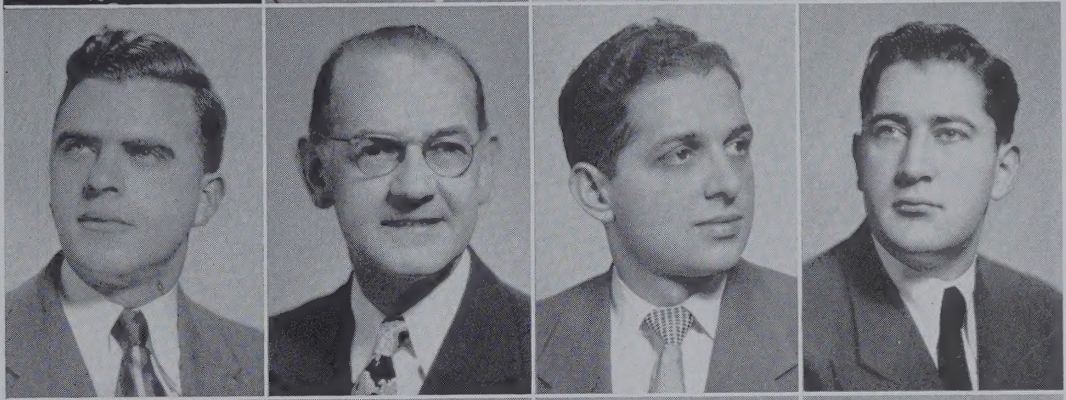
Joseph F. Glibert

Gershen Glick

Frank Gluchowski

Saul Gluck

Sidney Gluck



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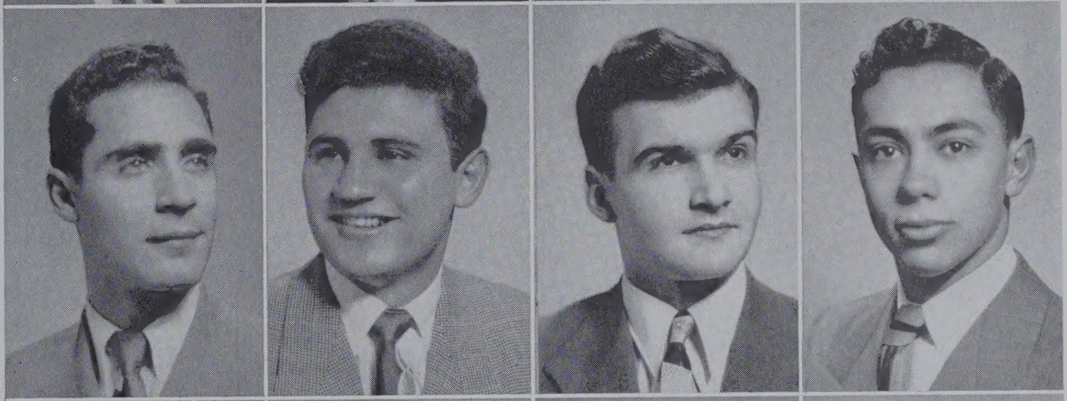
Milton Goldband



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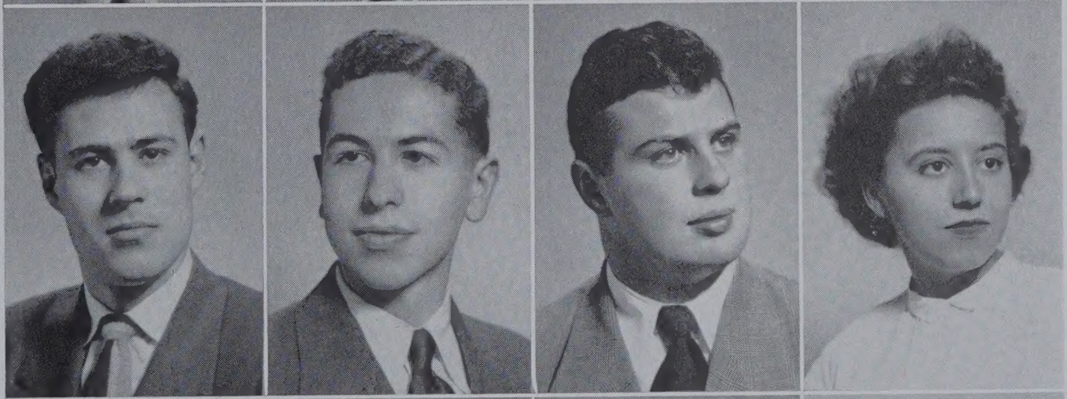
Robert Goldberg

Robert Goldberg

Rose Goldberg



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Judah Goldgeier

Wilfred Goldberger

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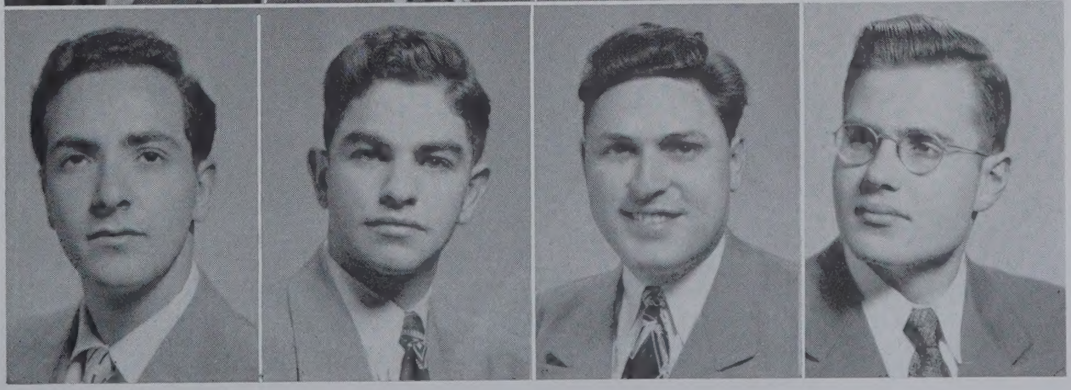

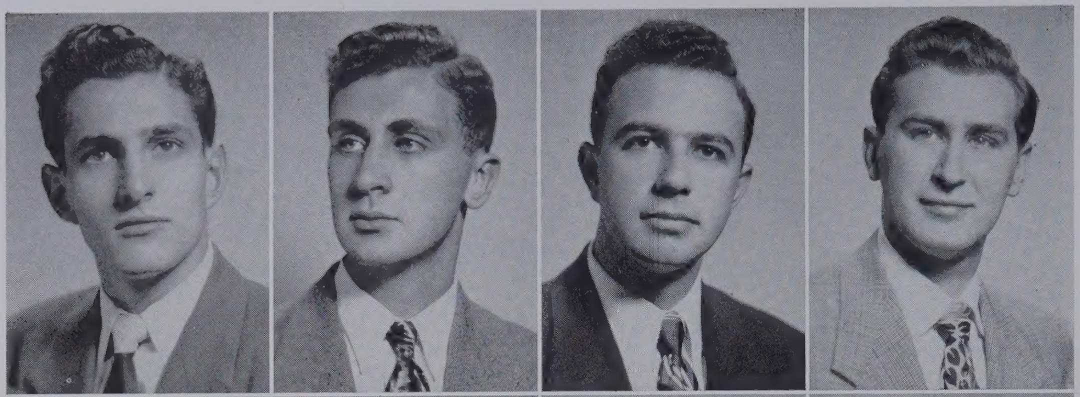

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Wilbur Goldsmith

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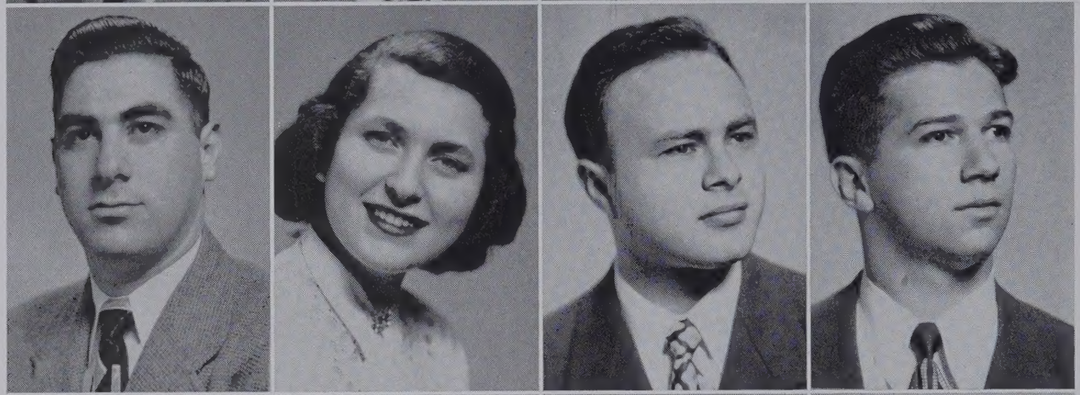

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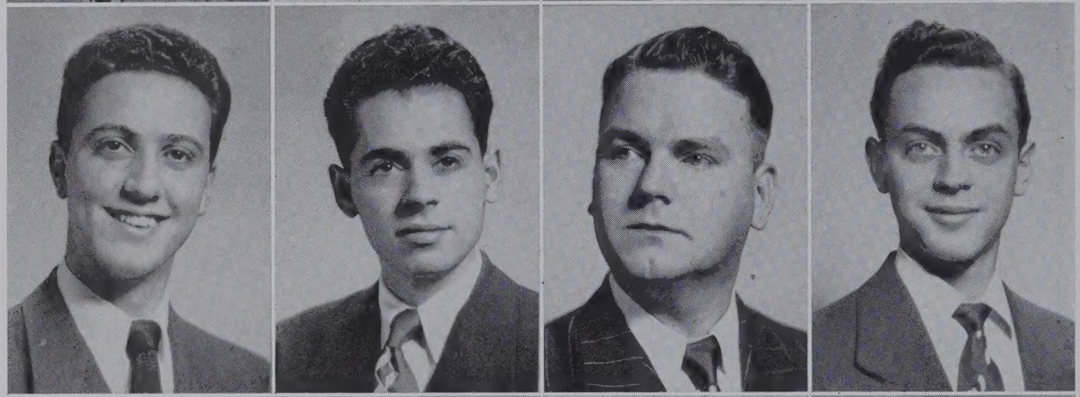
Miriam Goldstein

Morris Goldstein

Stanley Goldstein



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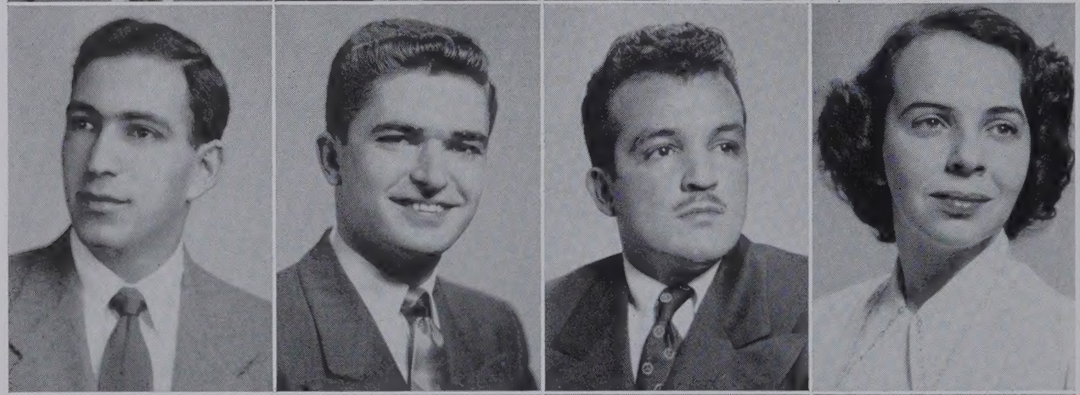

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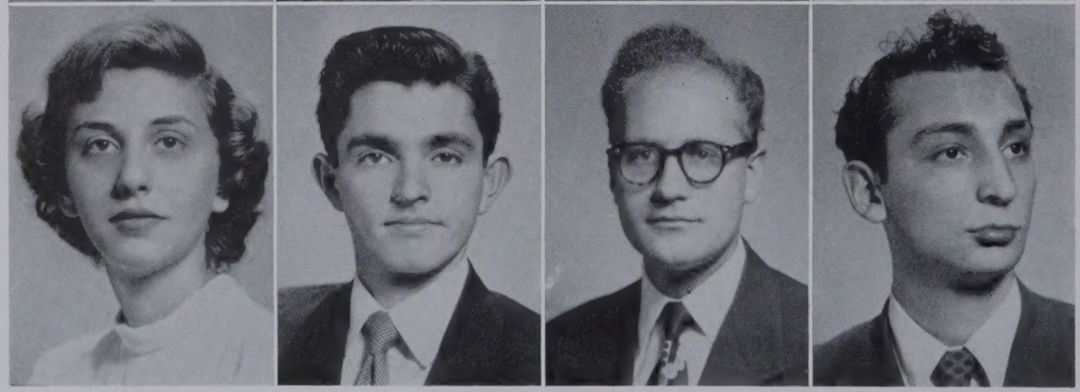
Richard Groberg

Diego Gorlea

Corinne Gordon



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Gerald Gordon

Harold Gordon

Jack Gordon

Howard Gorham

Judith S. Gorlin

Lloyd Gottlieb

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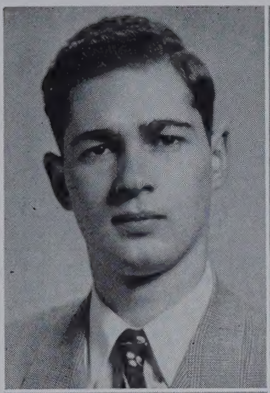
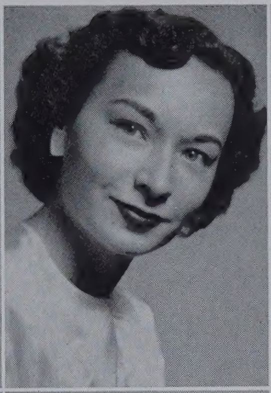
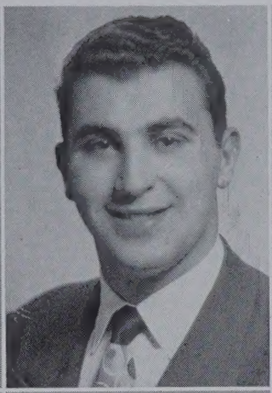
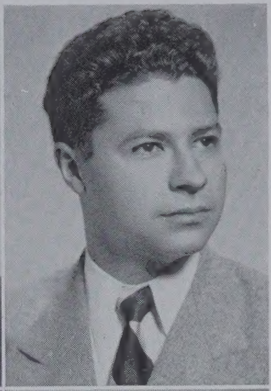

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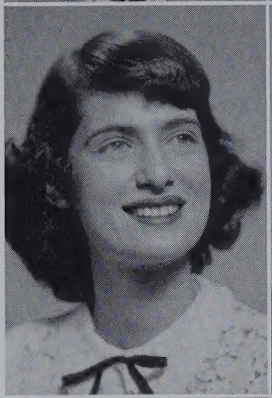
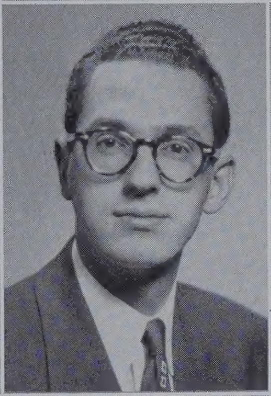
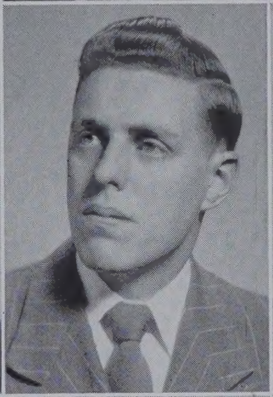
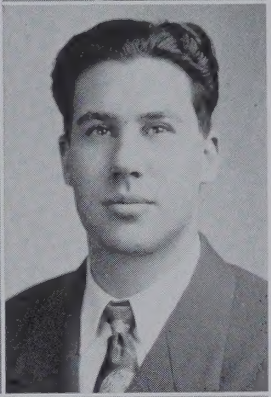
Seymour H. Grau

James A. Gray

Bernard Green

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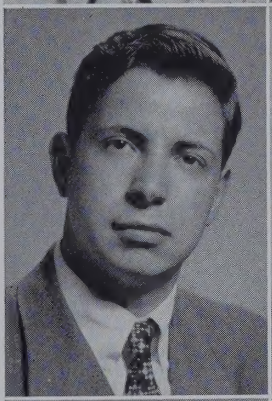
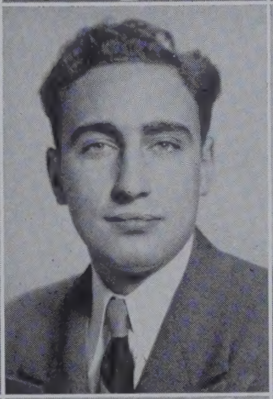
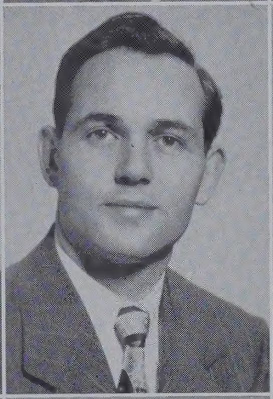
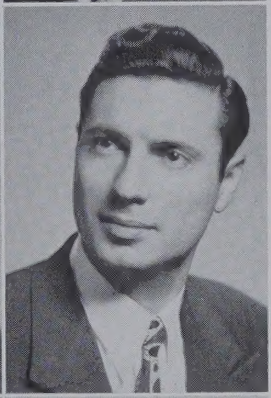

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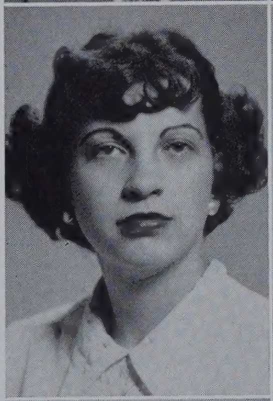
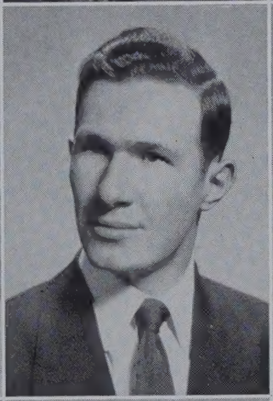
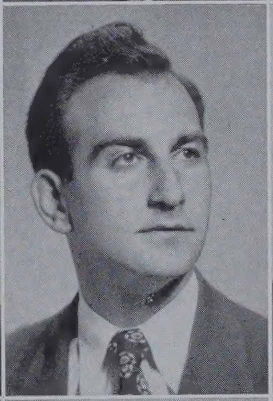
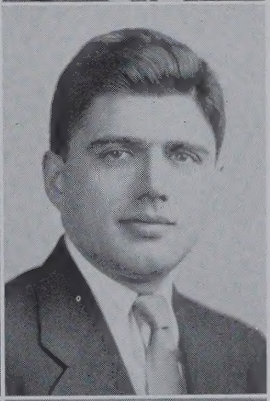
Martin Greenberg

Morris Greenberg

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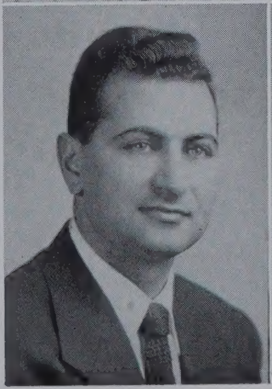
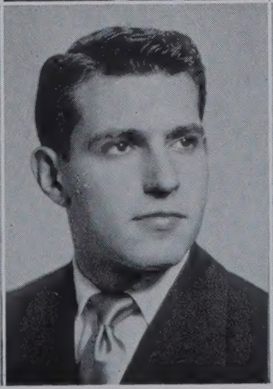
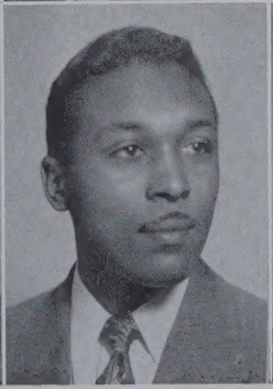
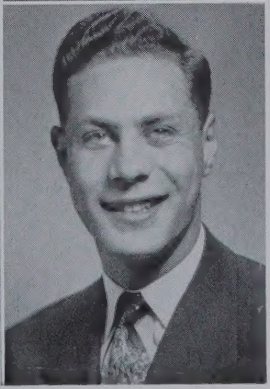
Irwin Greenfield

Algy Greenlee

Stanley Greenstein

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Harriet Greenwald

Milton Greiss

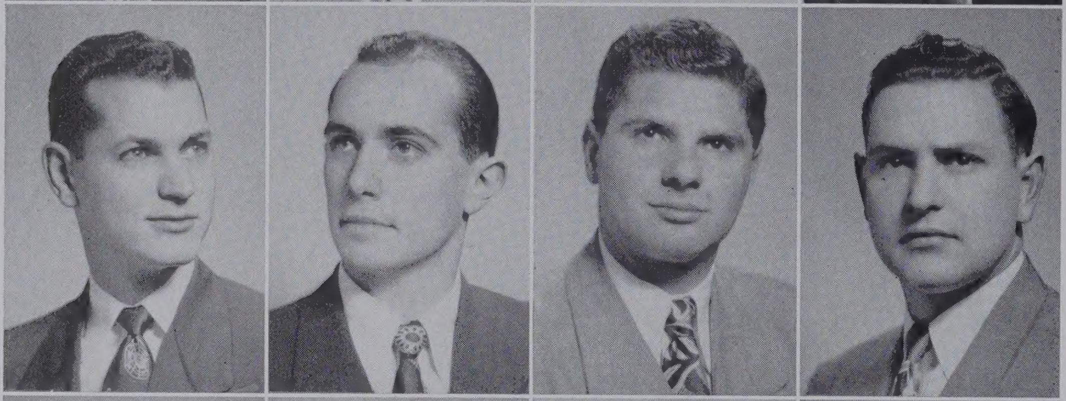
Richard Groberg

Herman Grohman

Neil Grootenboer

Geraldine Gross

Sherman Gross



Fred Grossman

Henry Grossman

Warren Grossman

Allen Gruber

Donald Gudis

Evelyn Gudis

Joseph Gusmano

Bernard Gutman

Fred Gutman

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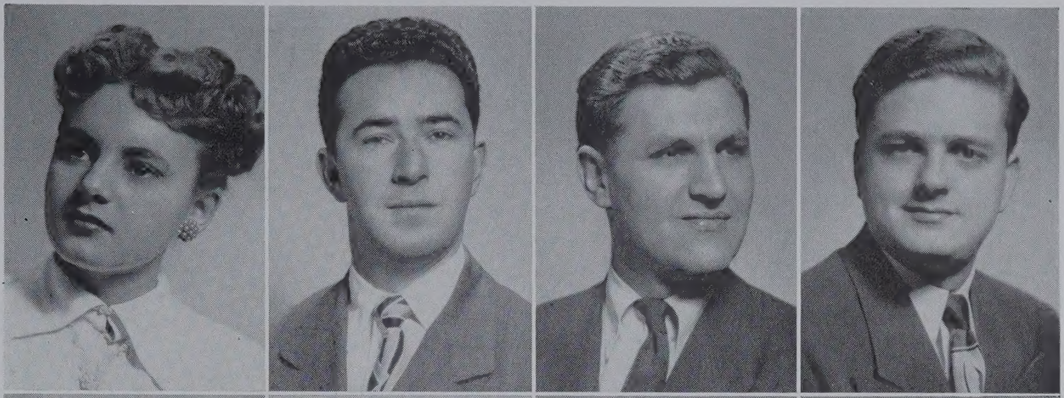
Elias Haber

Rudolf Haber

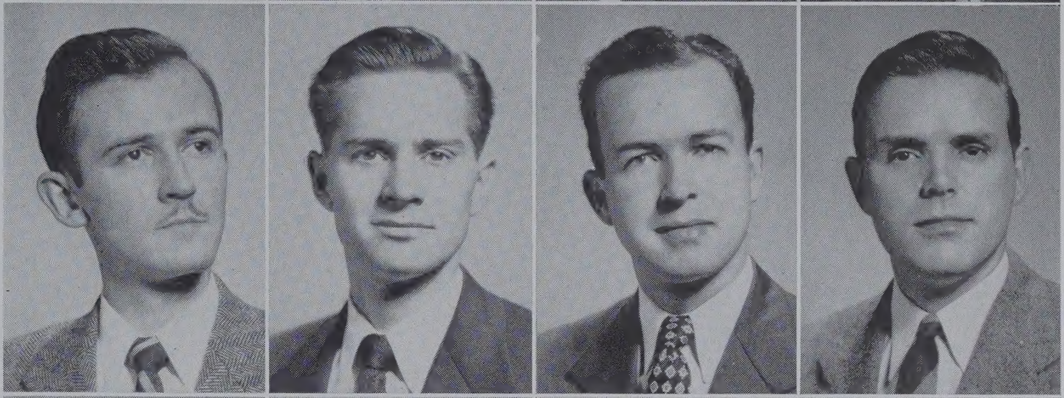


William Haemmel

Kenneth Hagland

Will Hall

August Halliday



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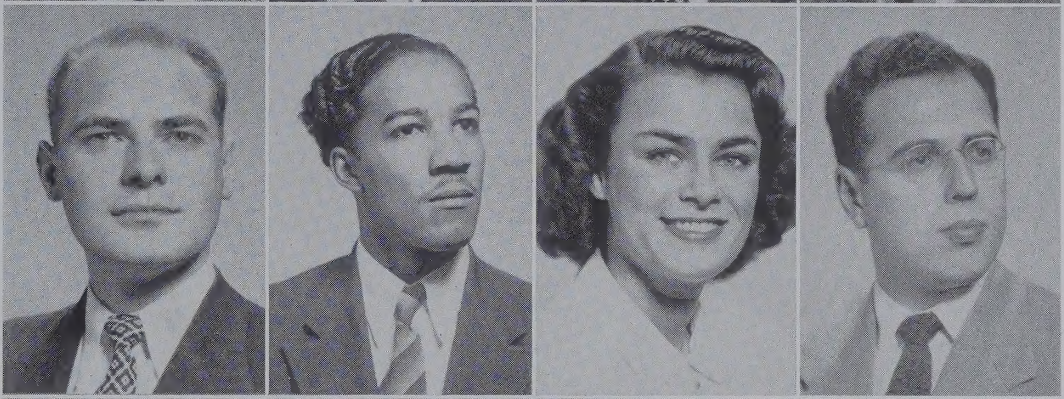
Robert D. Hammie

Hilda Harkavy

Jack Harkavy



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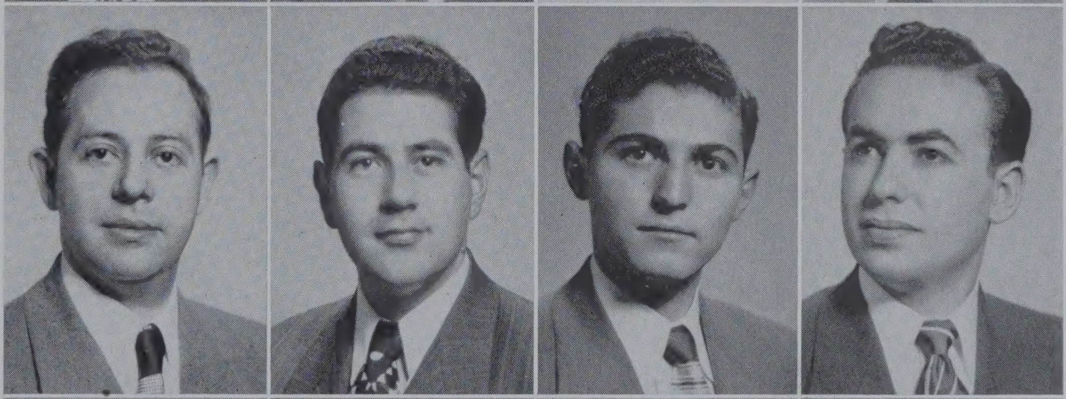
Herman Harris

Joseph L. Harris

Pincus Harris



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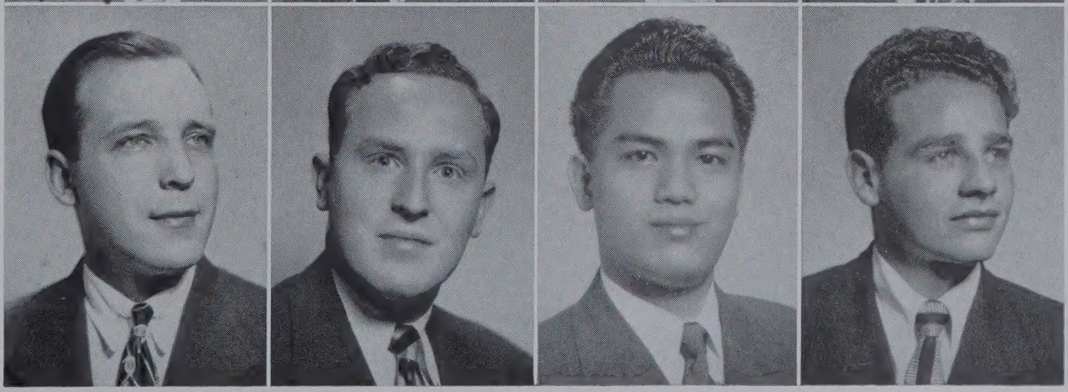
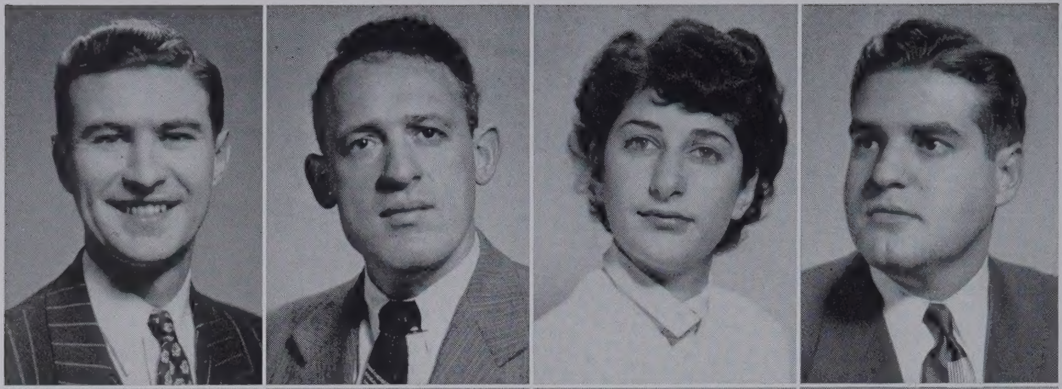
Robert Harrison

Benjamin M. Harder

William Hechtman





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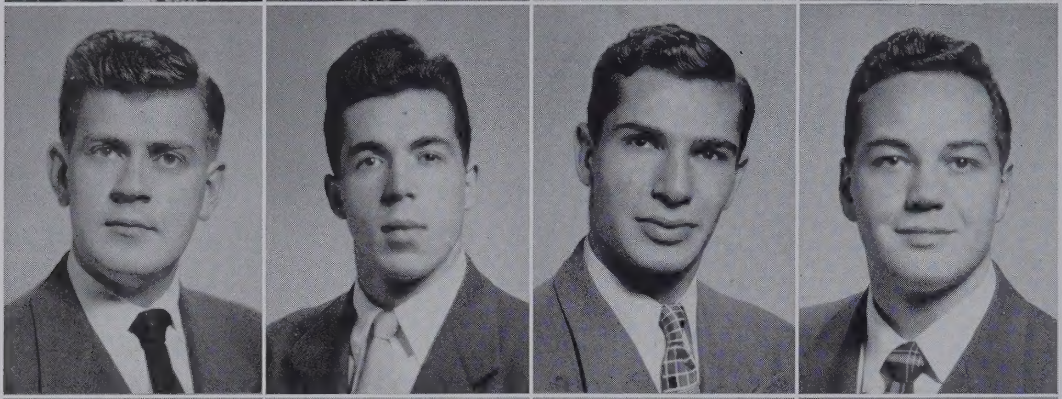
Edwin W. Heiden

Sylvia Heimer

Julius Held



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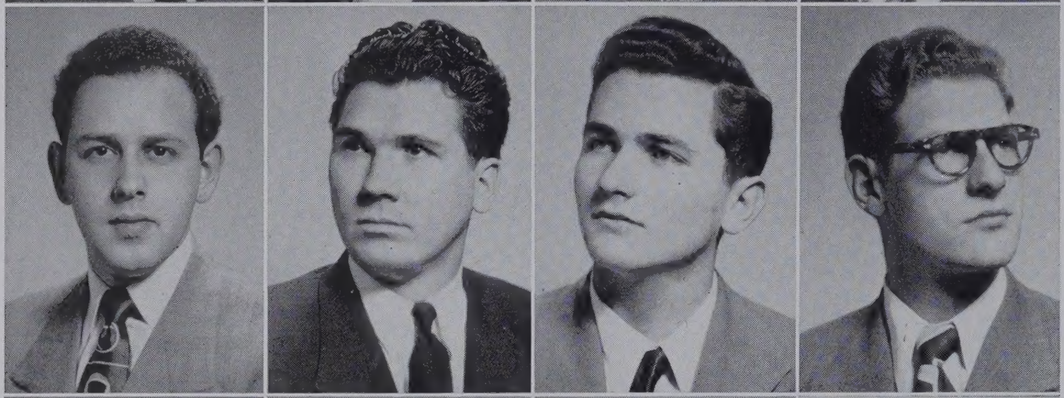
Herbert H. Heldman

Burton Heller

Daniel J. Heller



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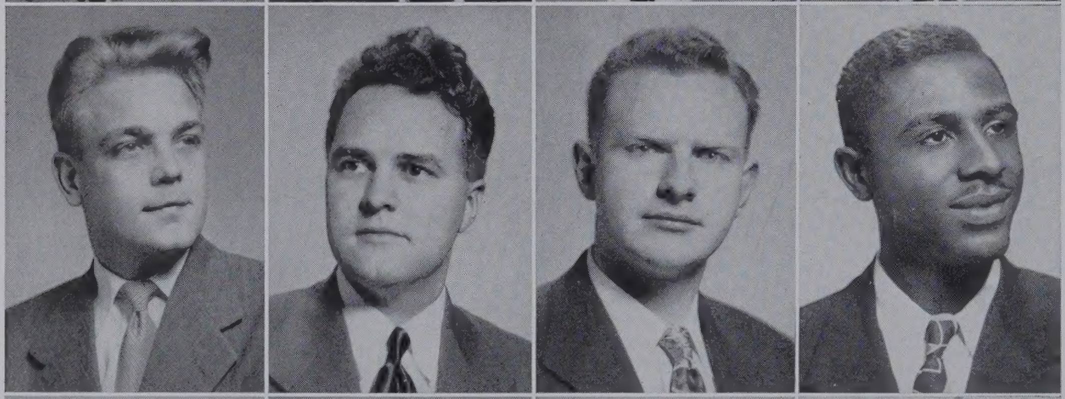
John M. Hennessey

Herbert L. Herman

Paul Hershman



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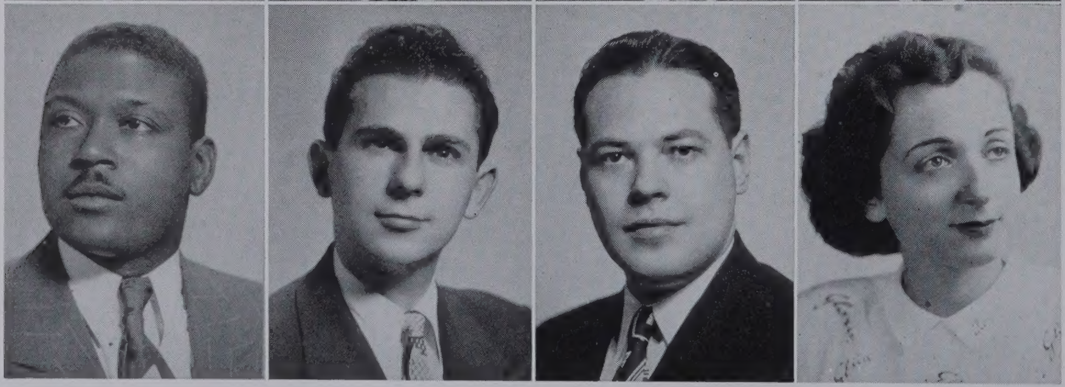
Theodore J. Hetzer

John T. Hildemann

Frederick L. Hinson



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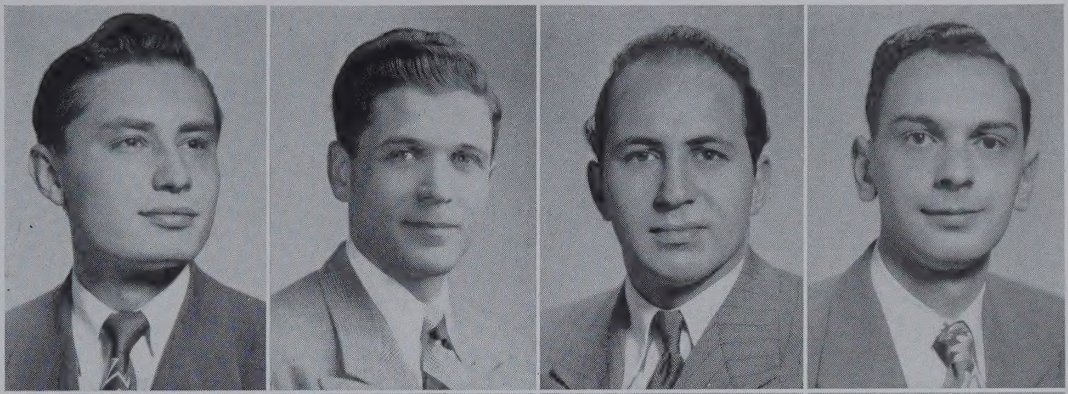
Harold Himmelstein

Leonard L. Herzog

Gloria B. Hirsch



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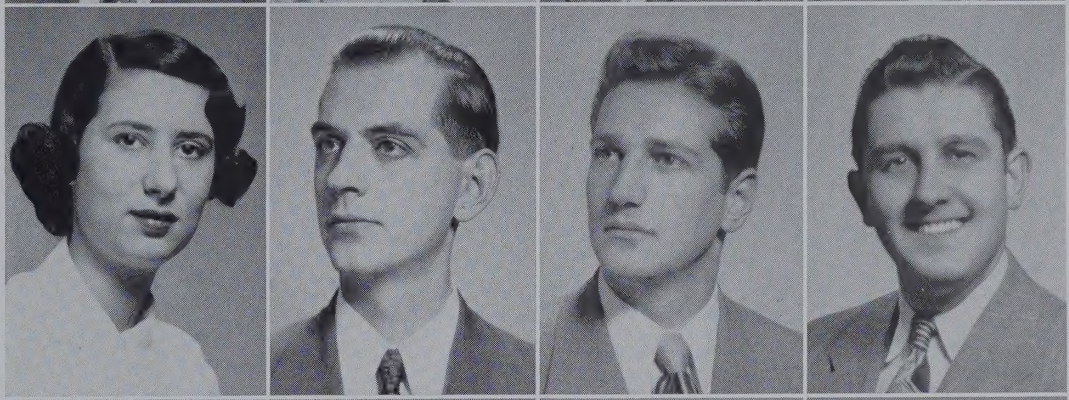
William E. Hirsch

Herbert C. Homes

Jerome Hirschhorn



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Charles Hoffman

Herbert M. Hoffman

William Hoinash

Albert R. Holmes

Hyman Horowitz

Joseph Horowitz

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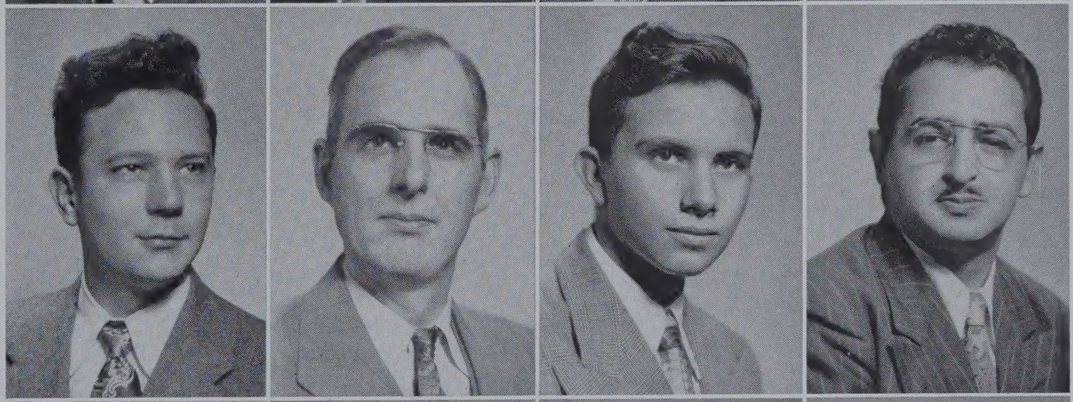

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Walter R. Hyman

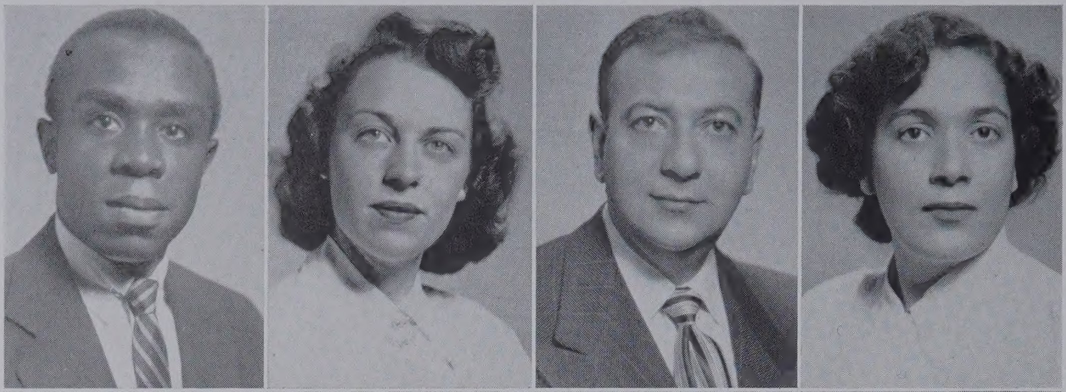
Charles H. Hymowitz

Vincent J. Indelicato

Nathaniel Isaacs

Elaine Israel

James G. Iorio



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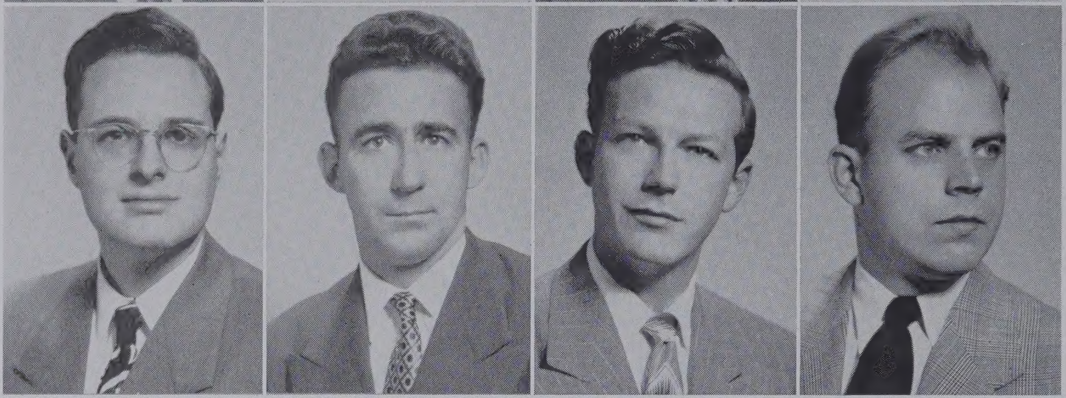
Pearl R. Jackson

Meyer Jacobs

Sally A. Jacobs



William A. Jacobs

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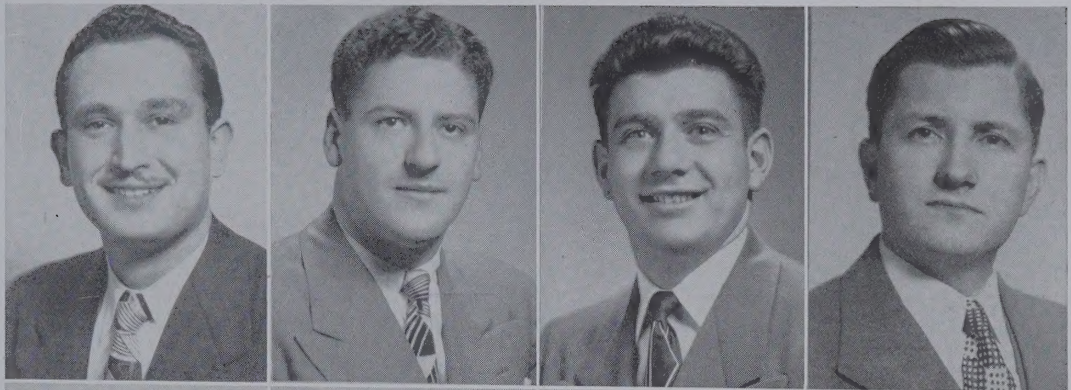

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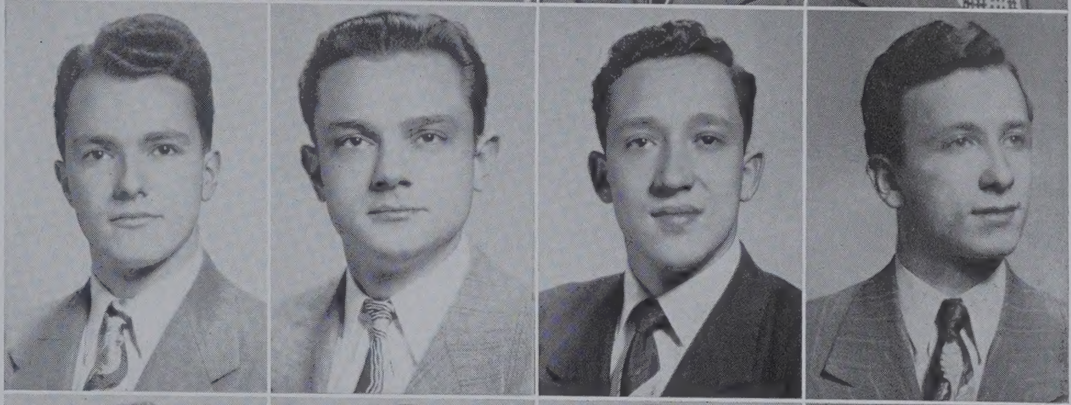

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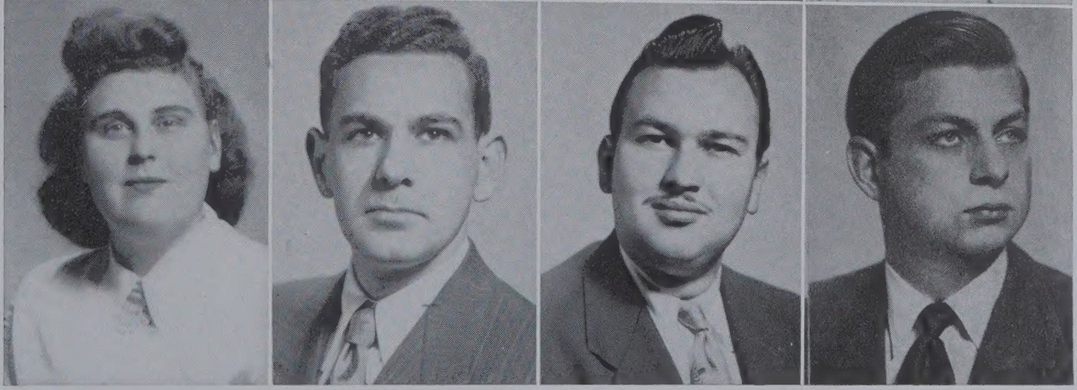

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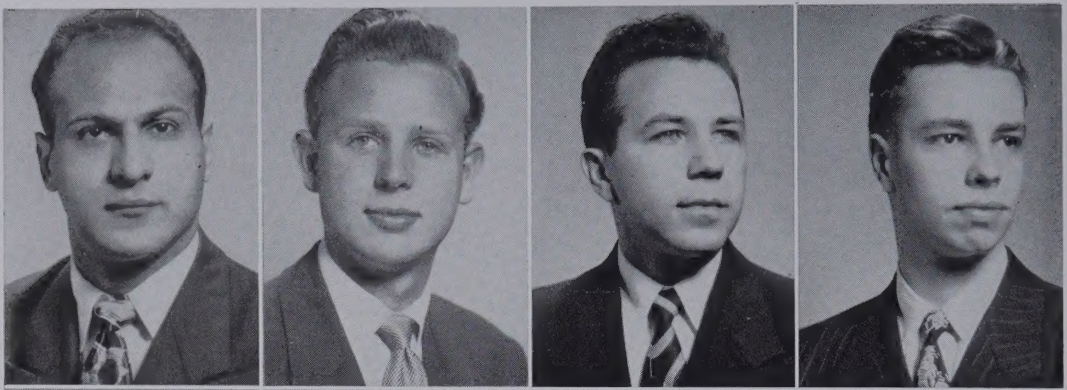

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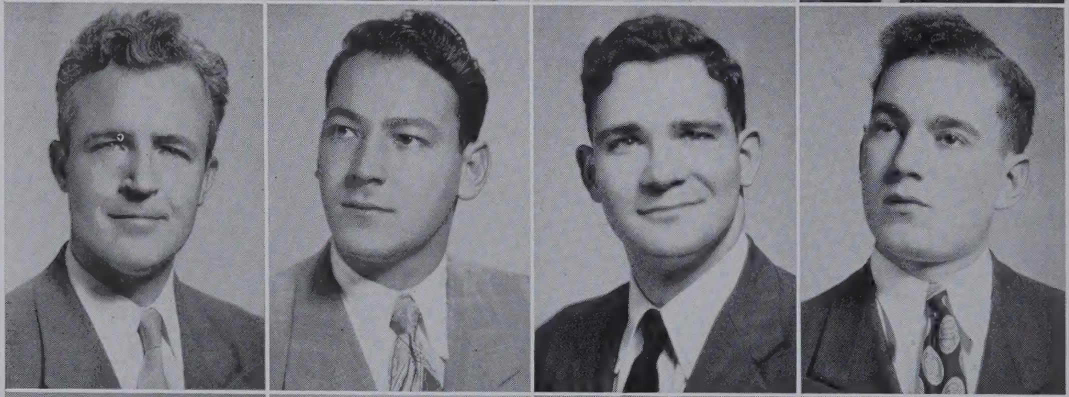

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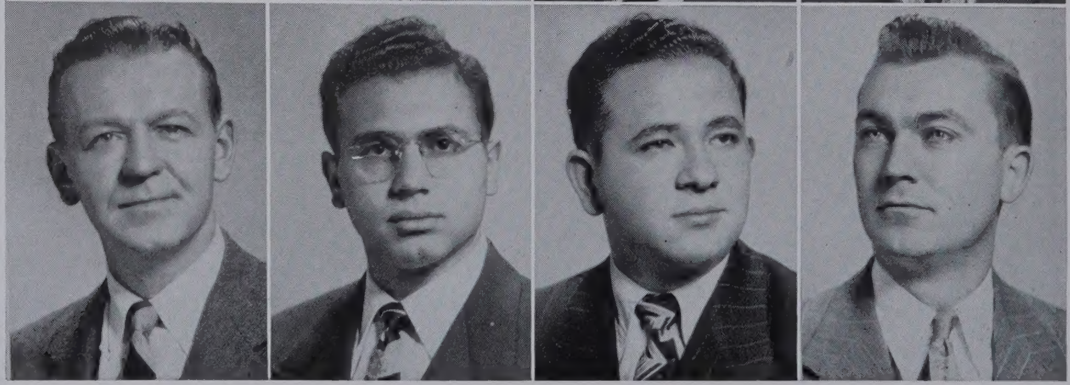

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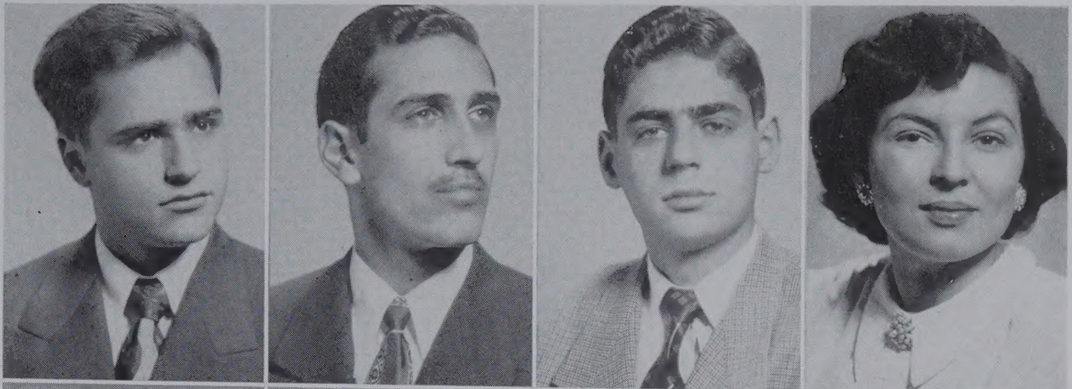

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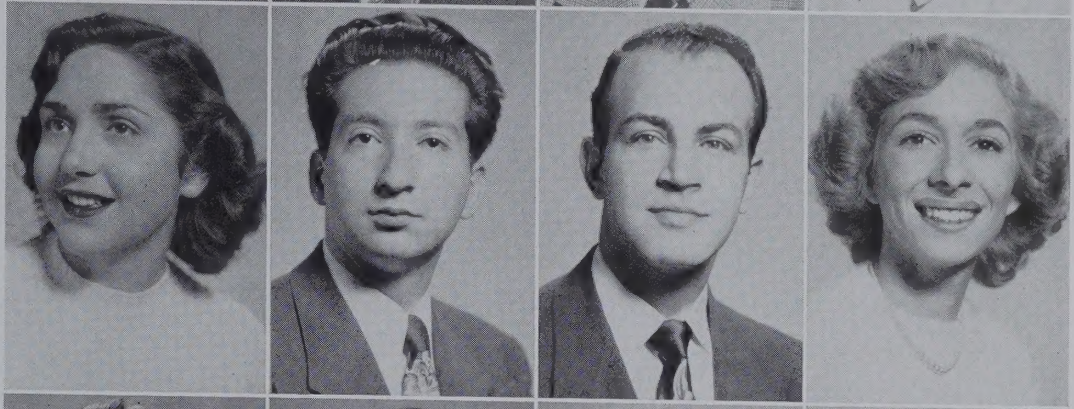

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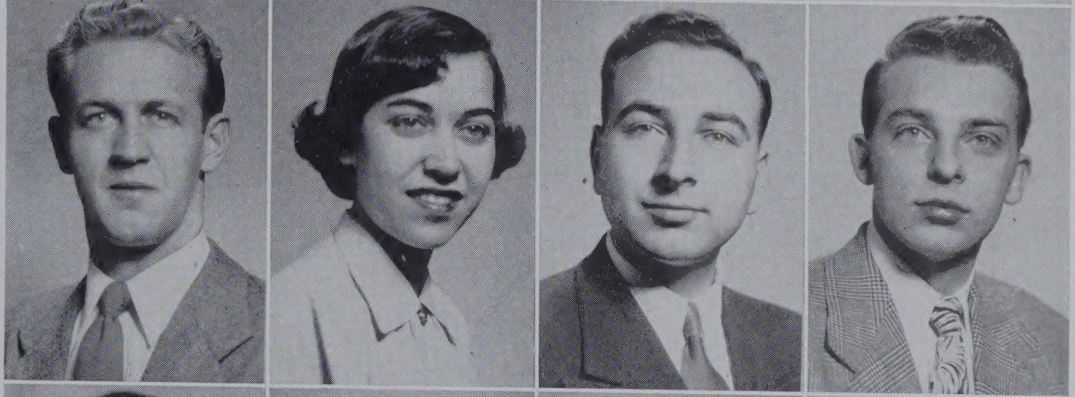

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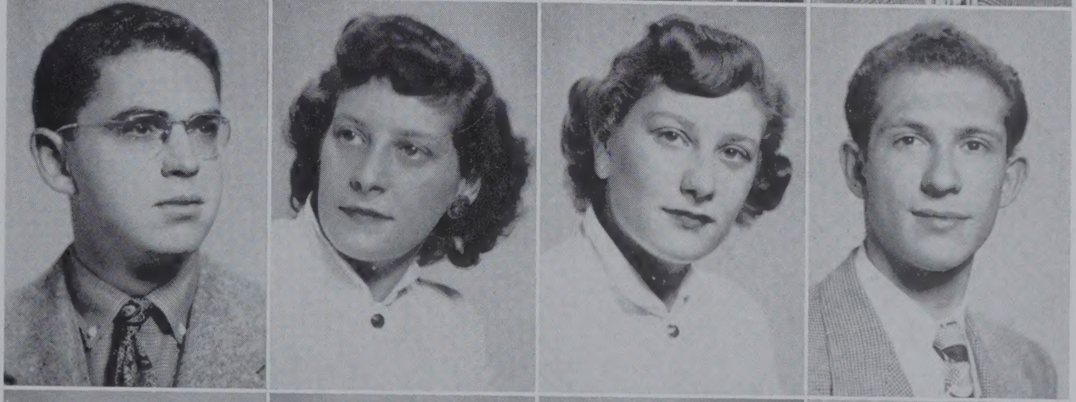

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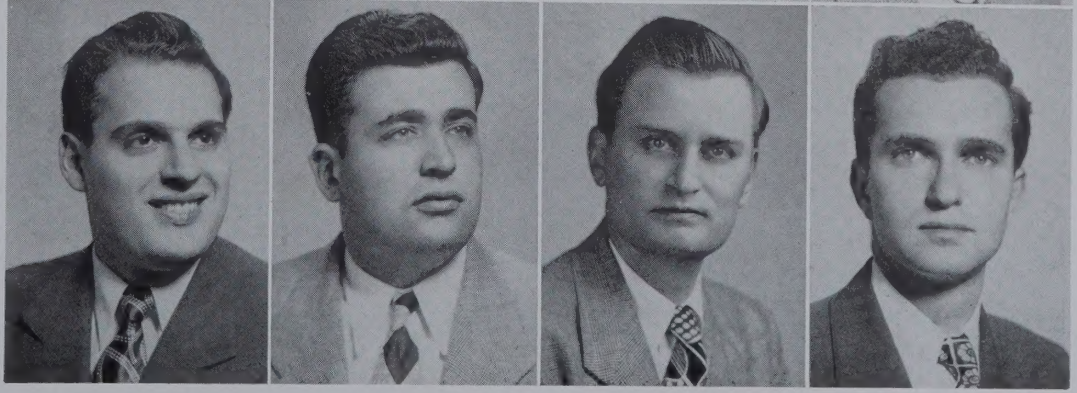

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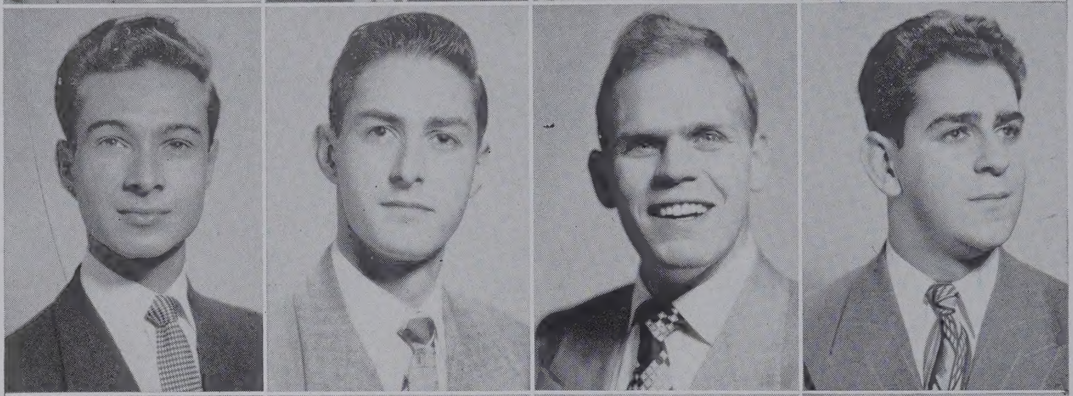

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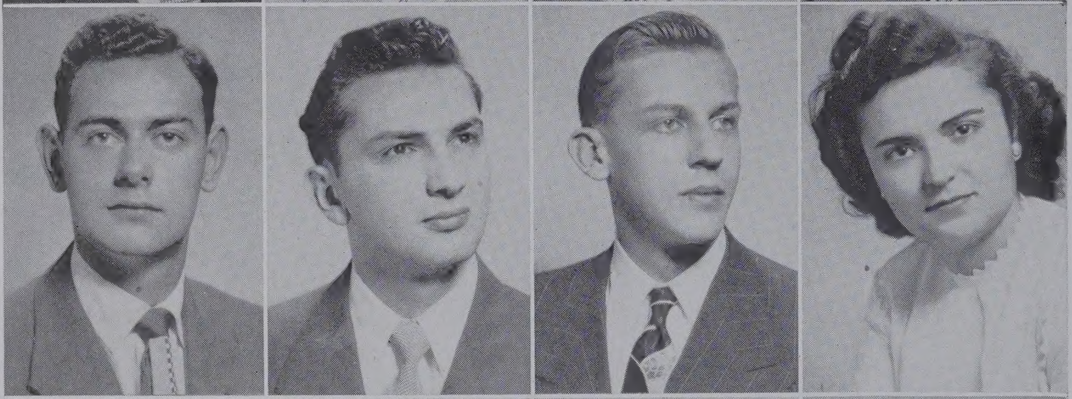

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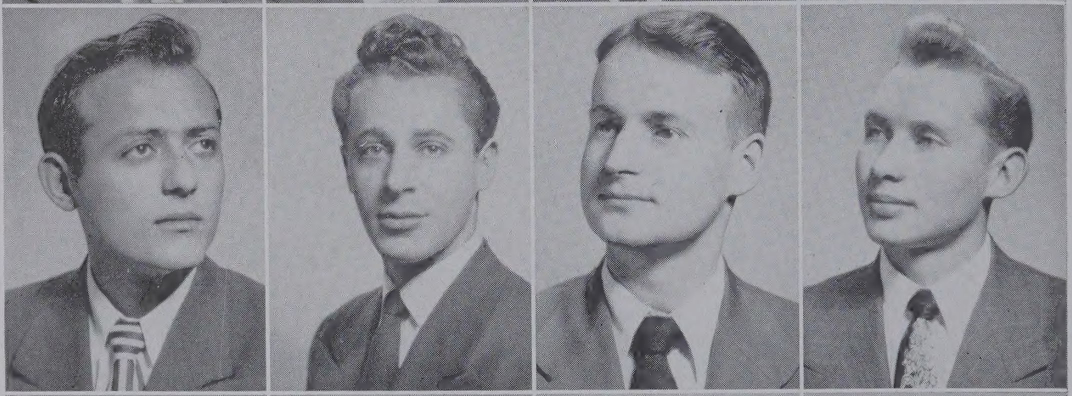

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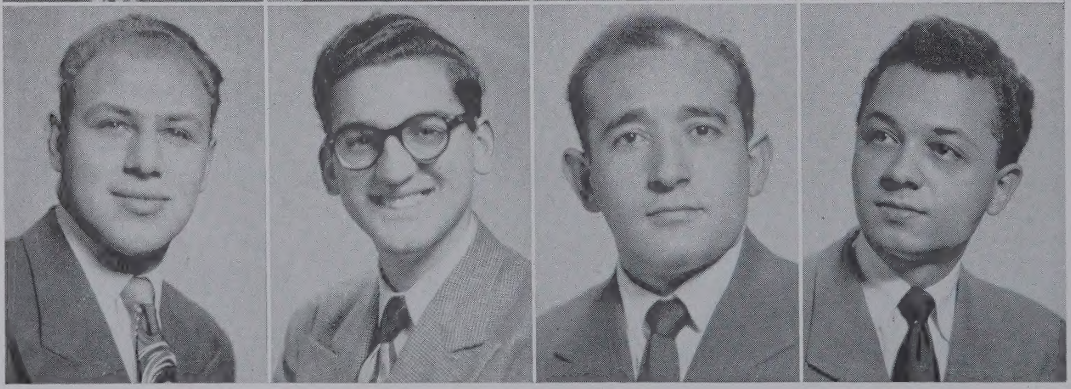

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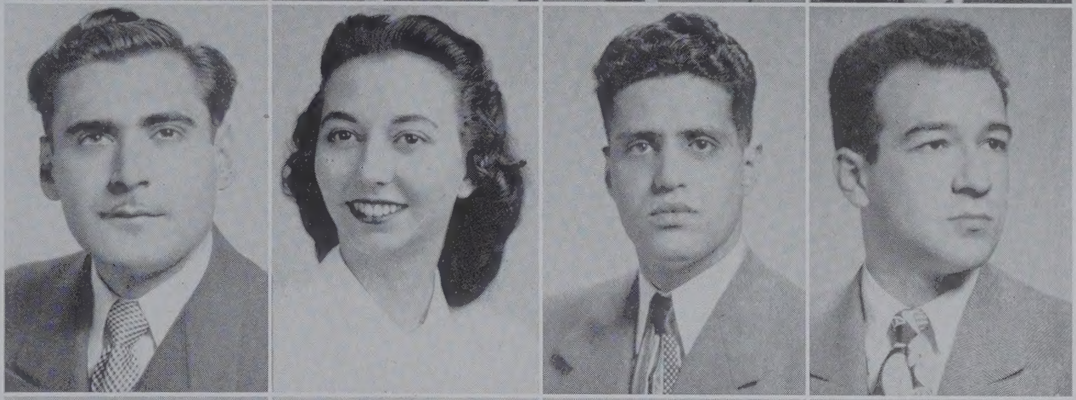

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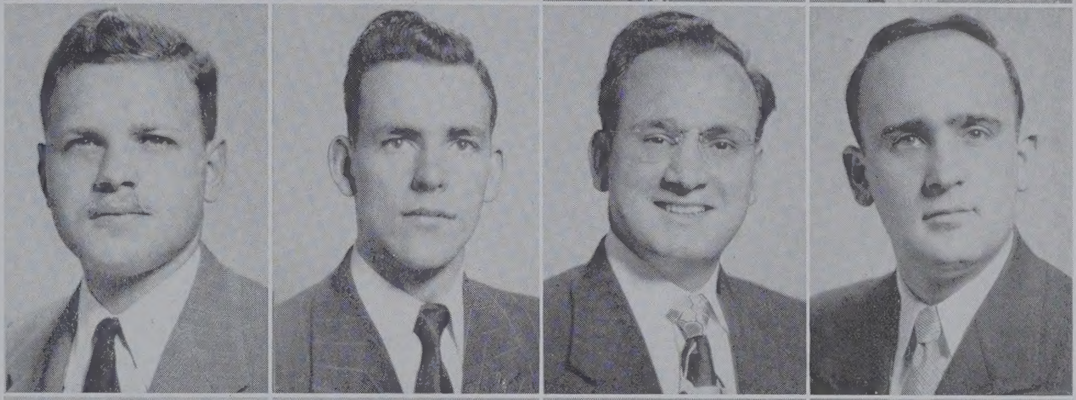

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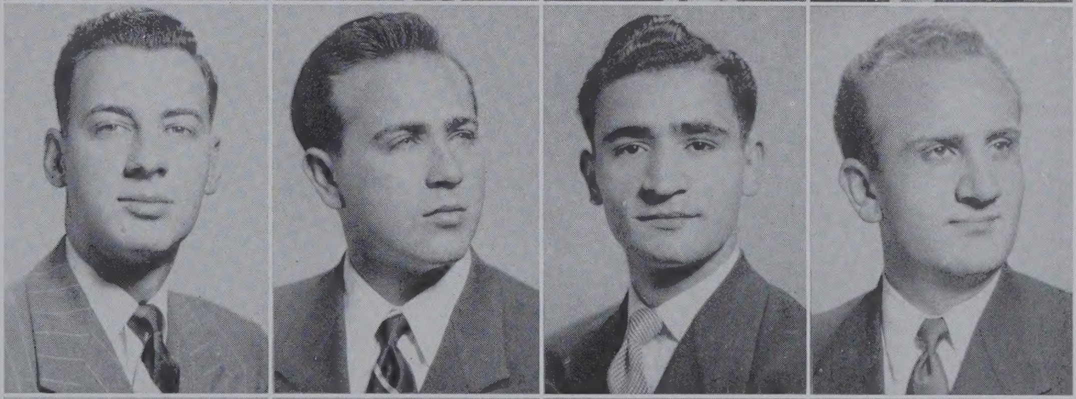

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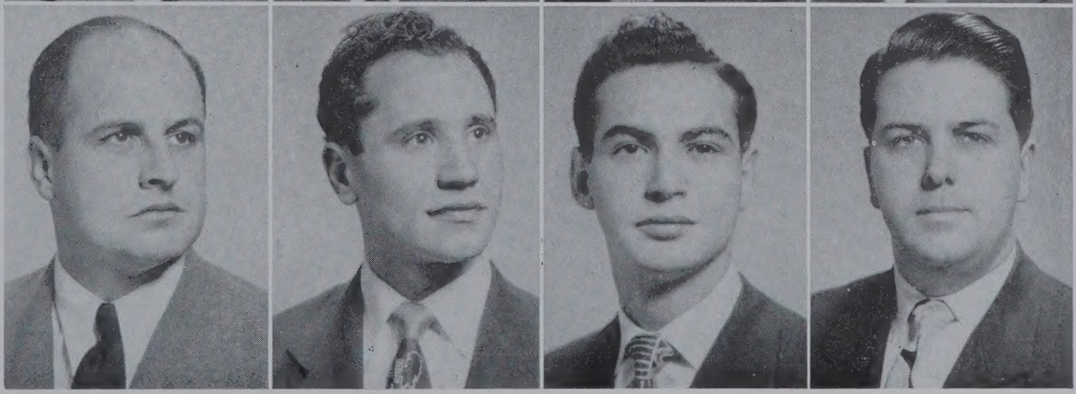

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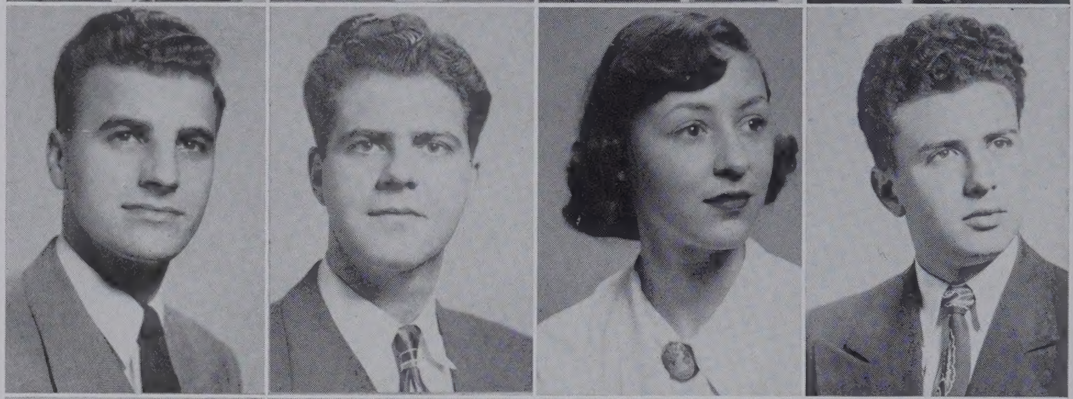

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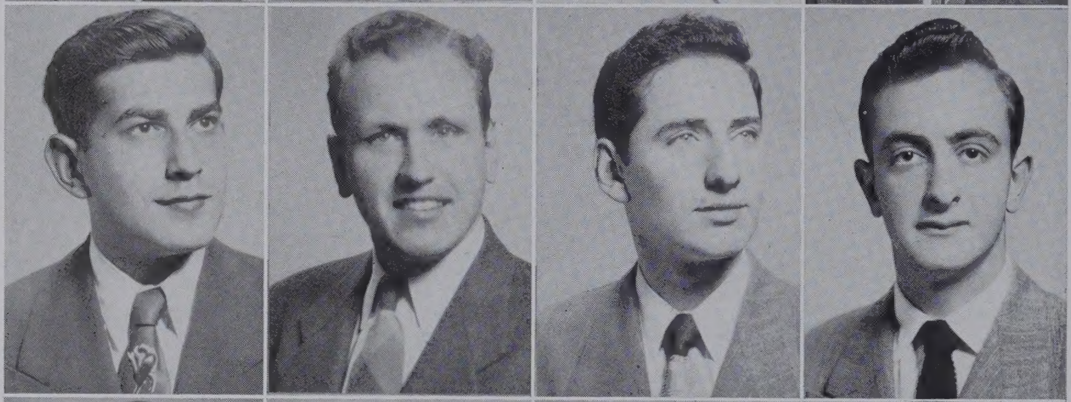

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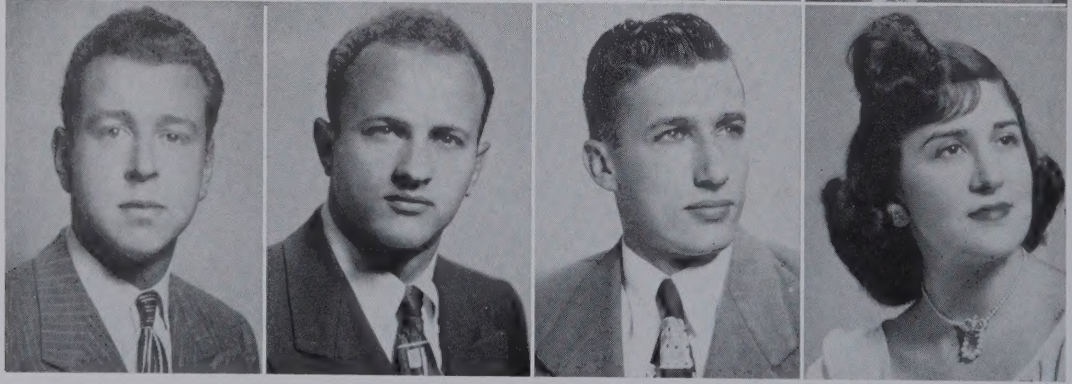

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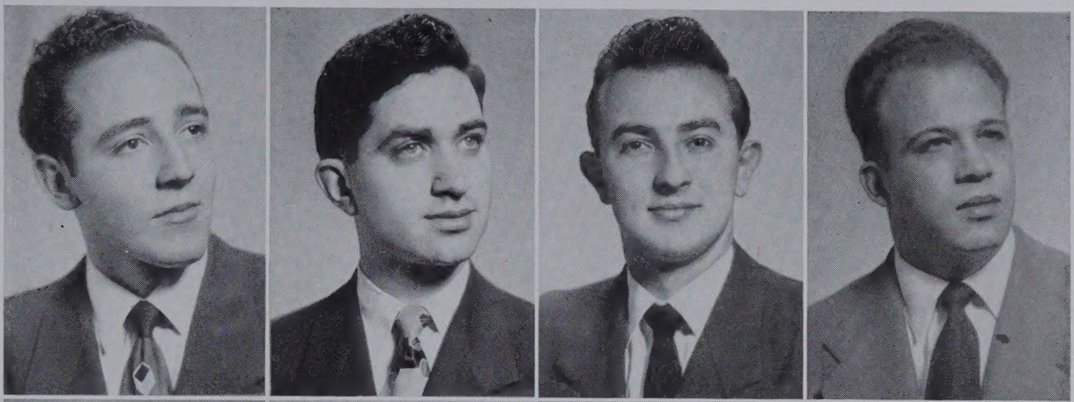

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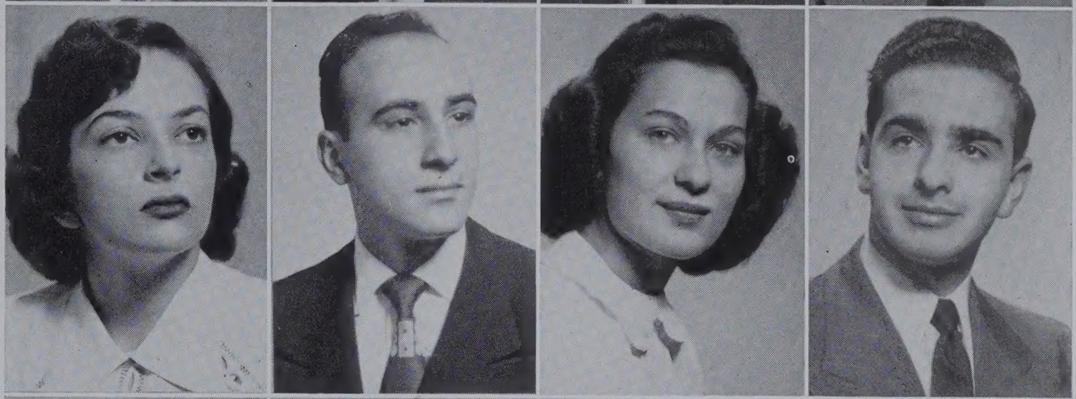

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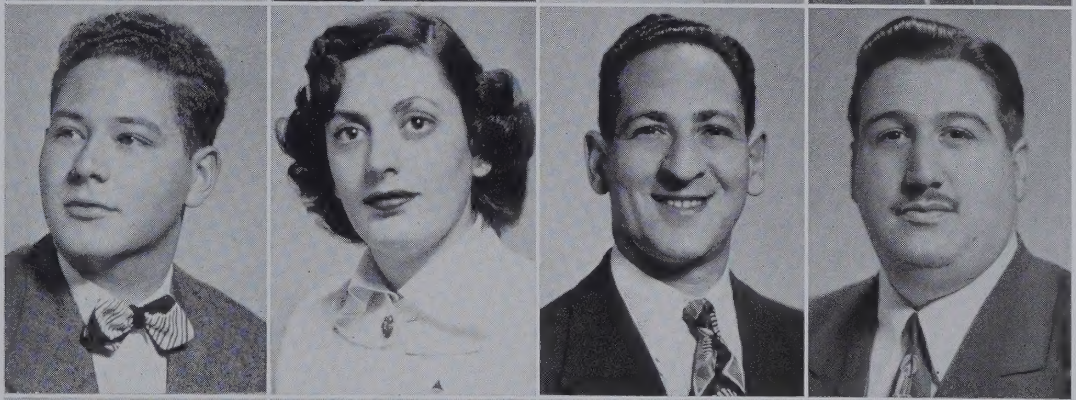

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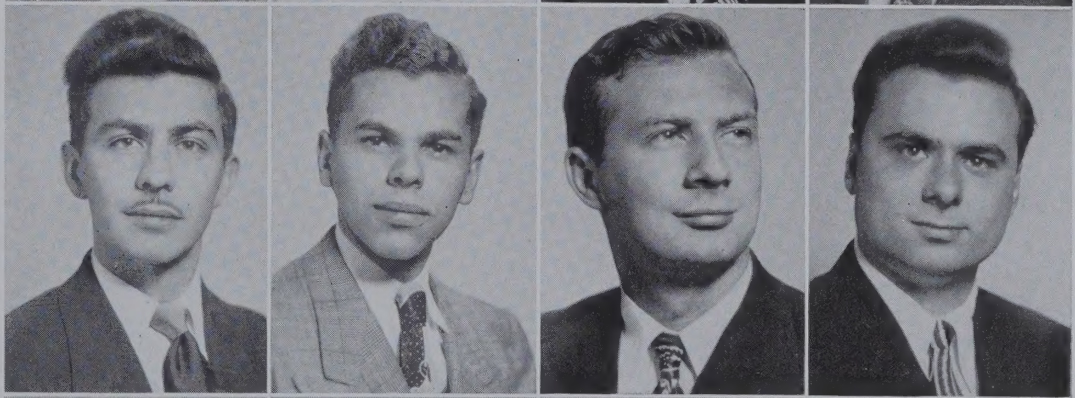

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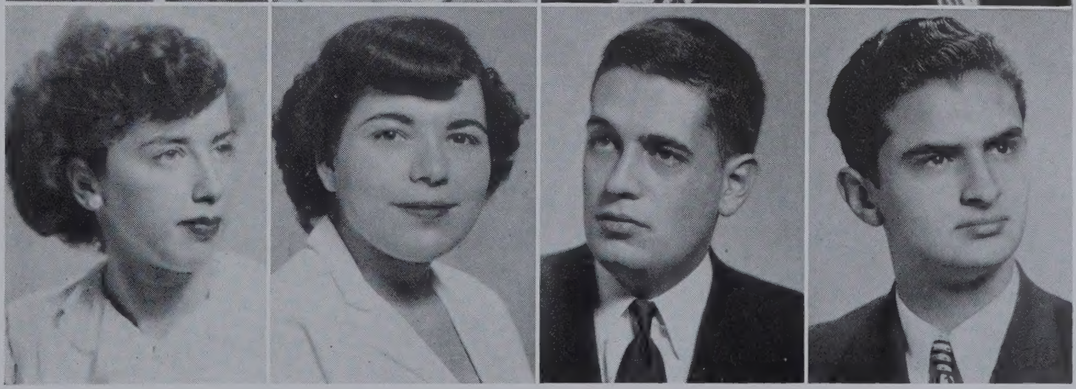

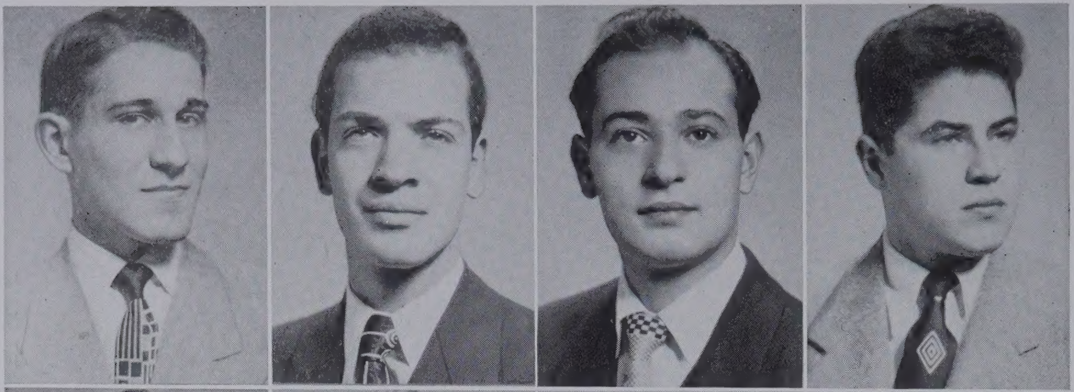

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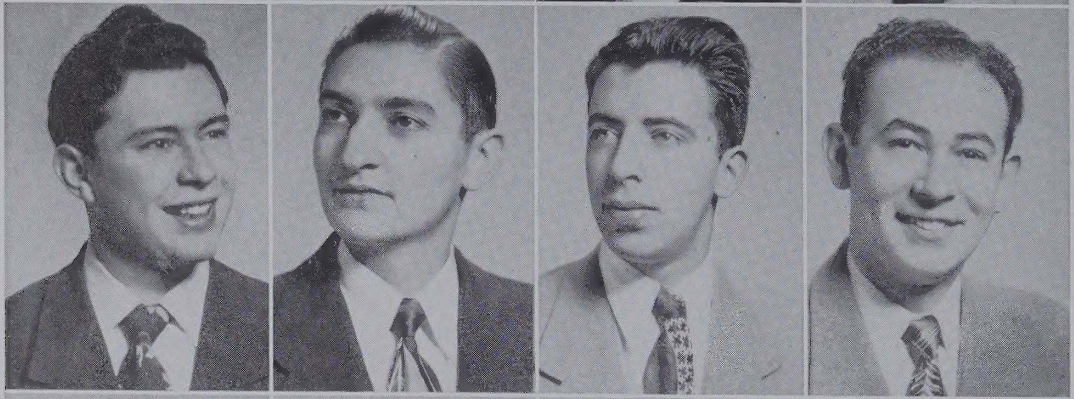

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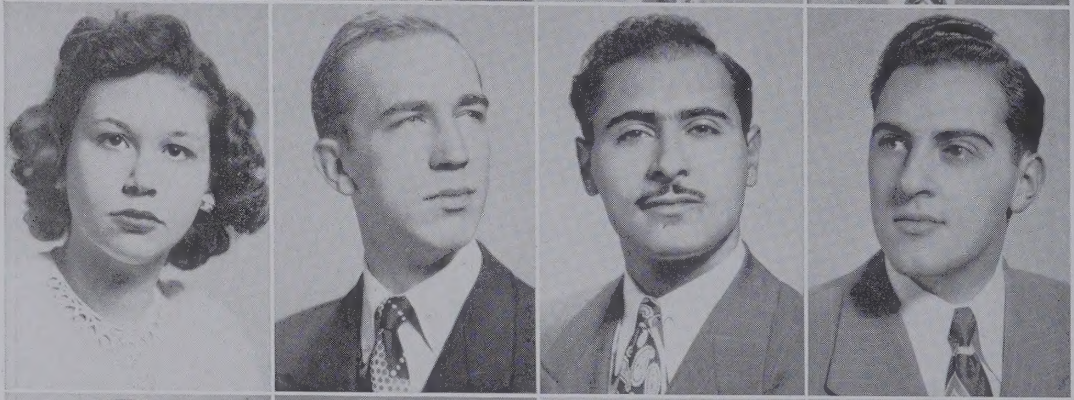

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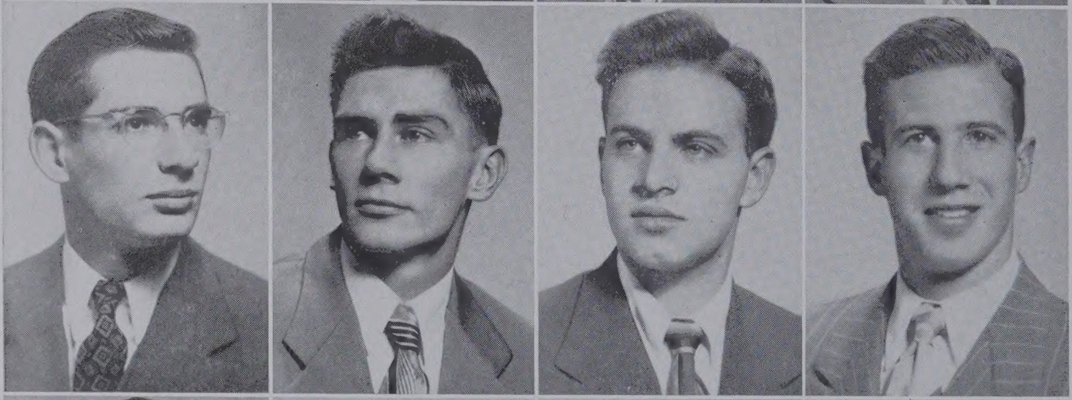

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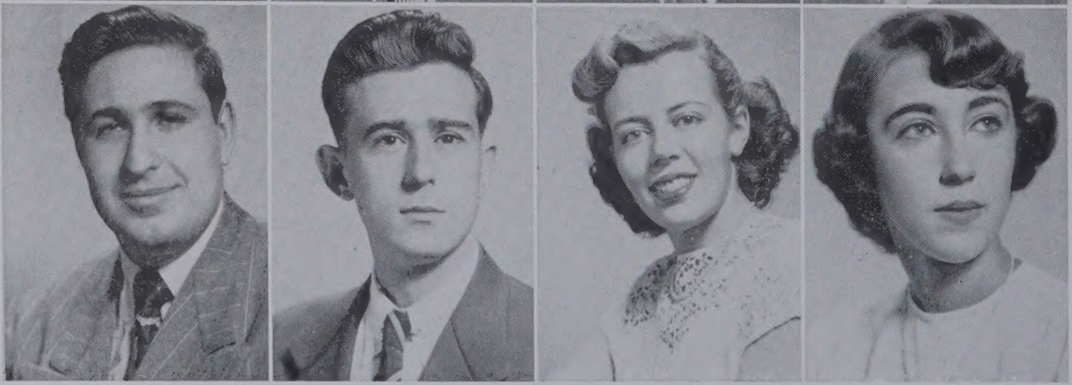

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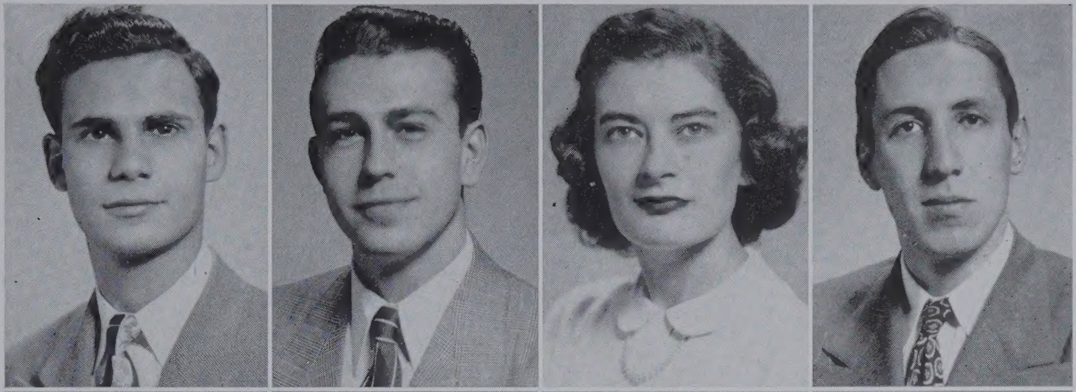

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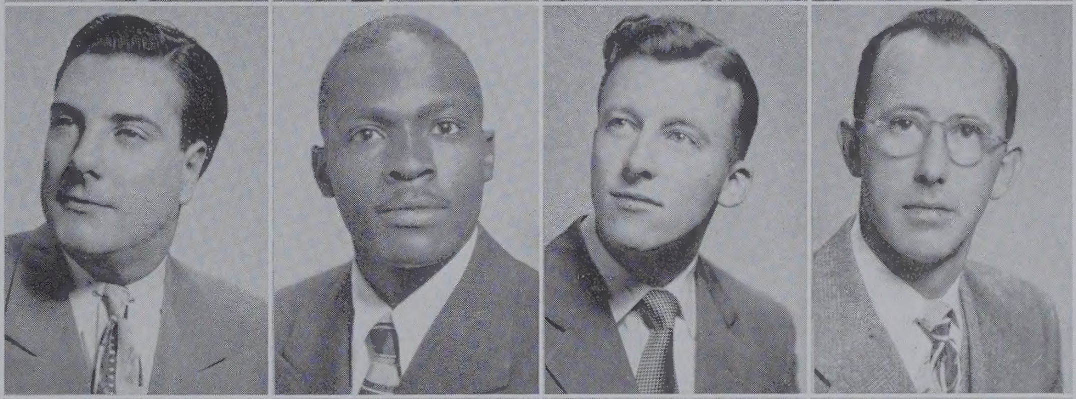

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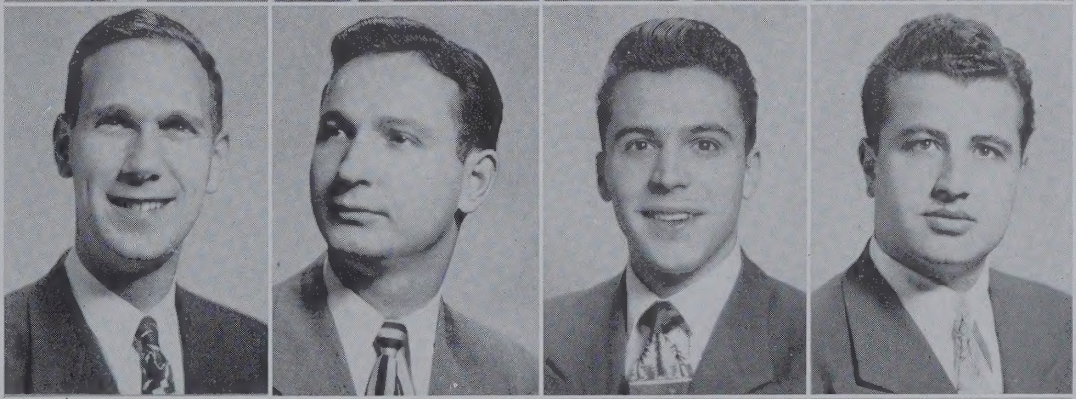

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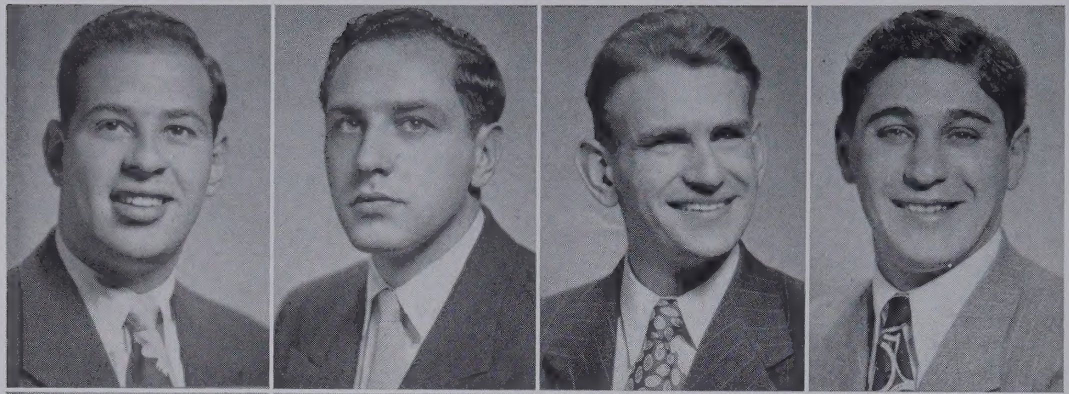

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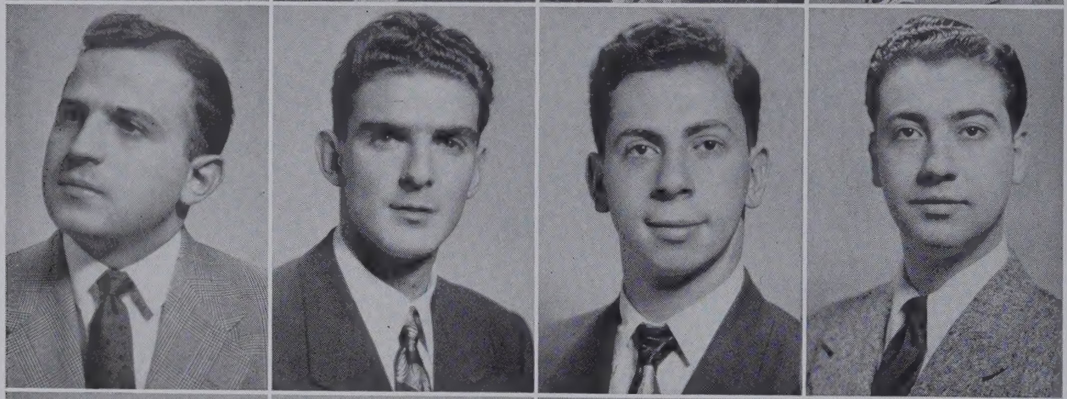

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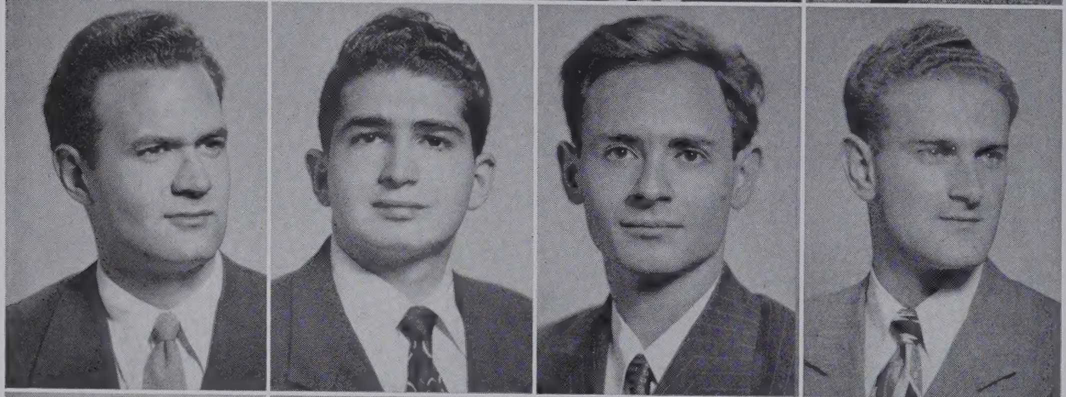

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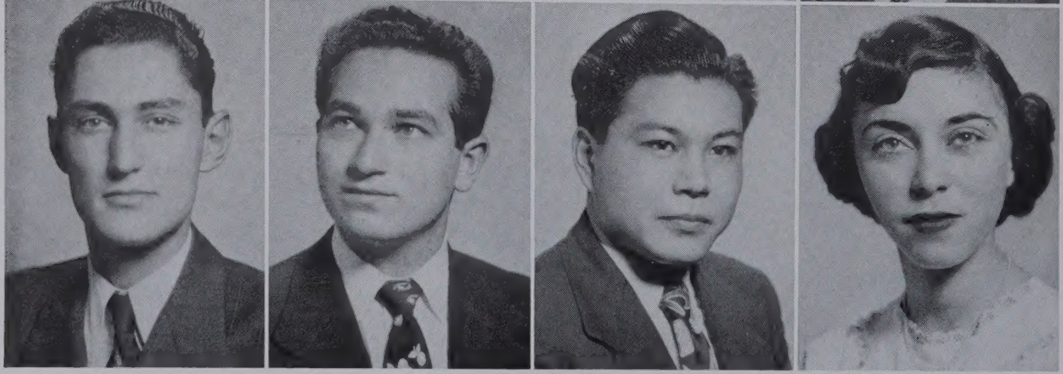

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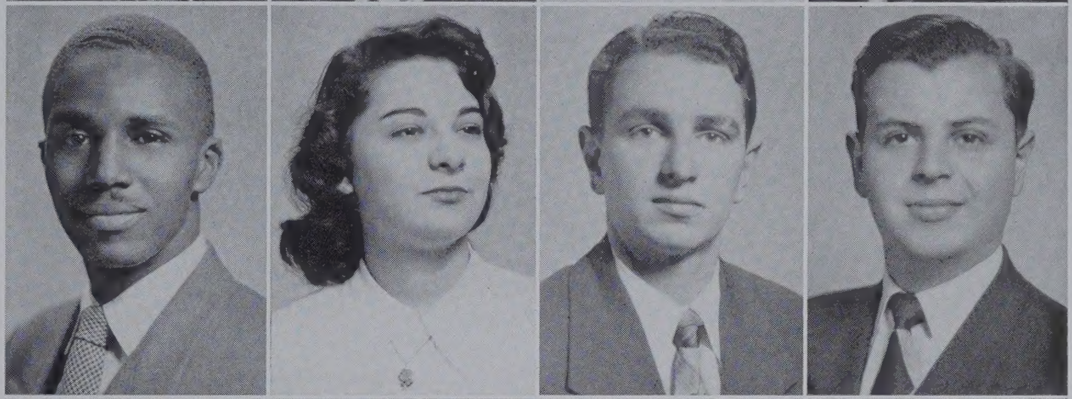

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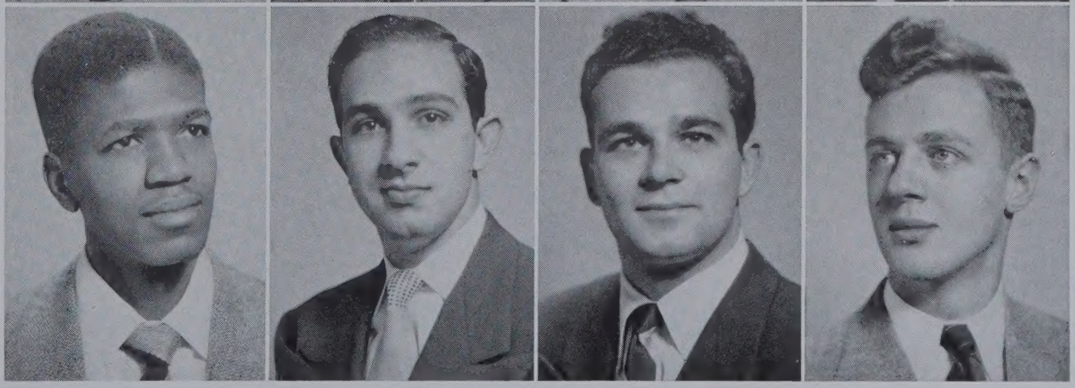

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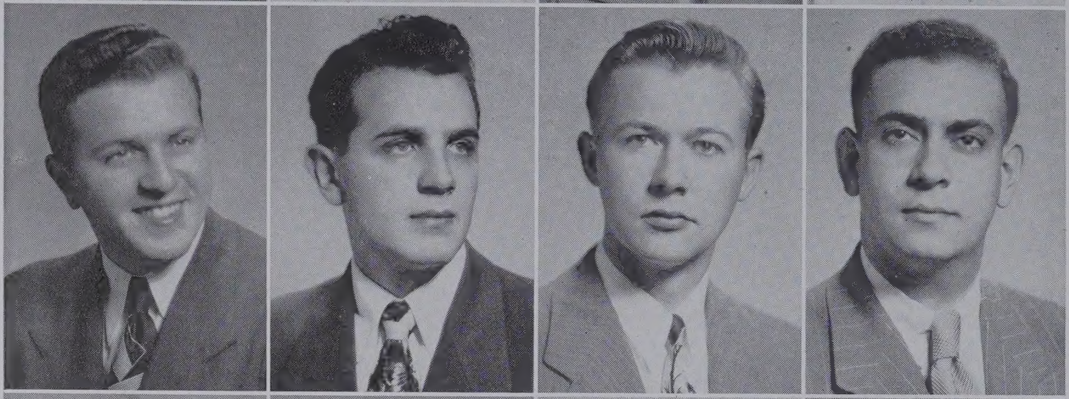

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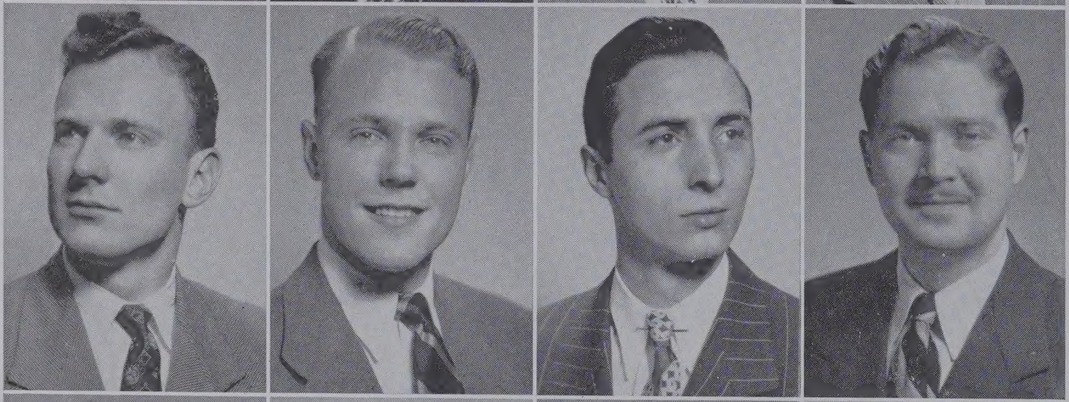

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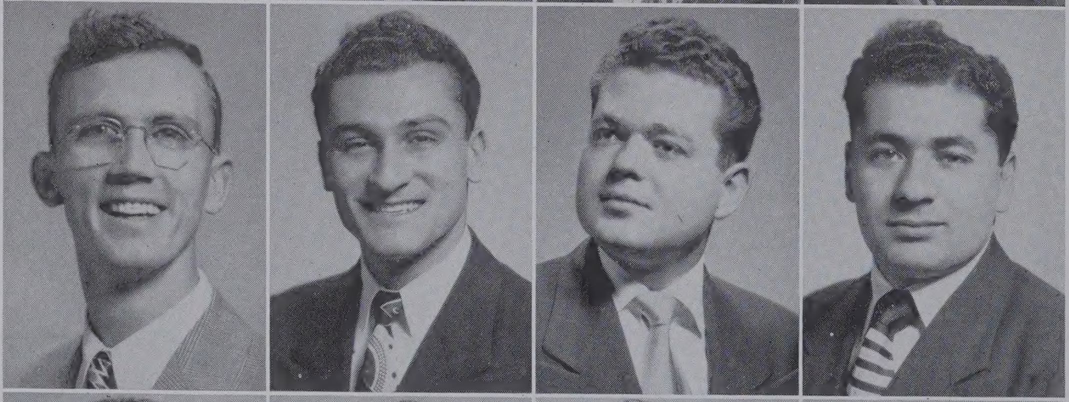

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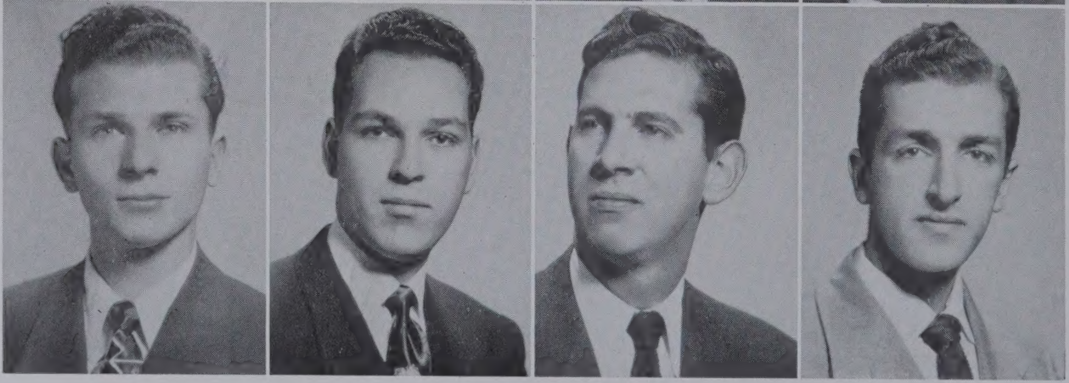

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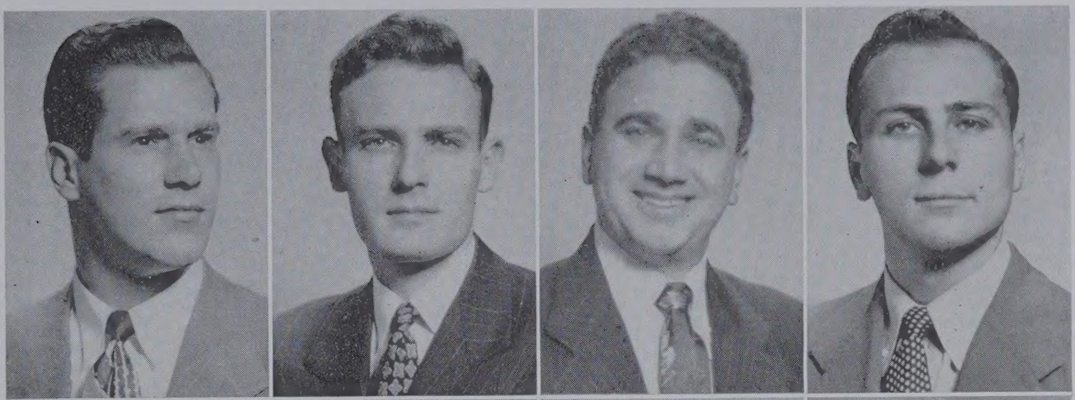

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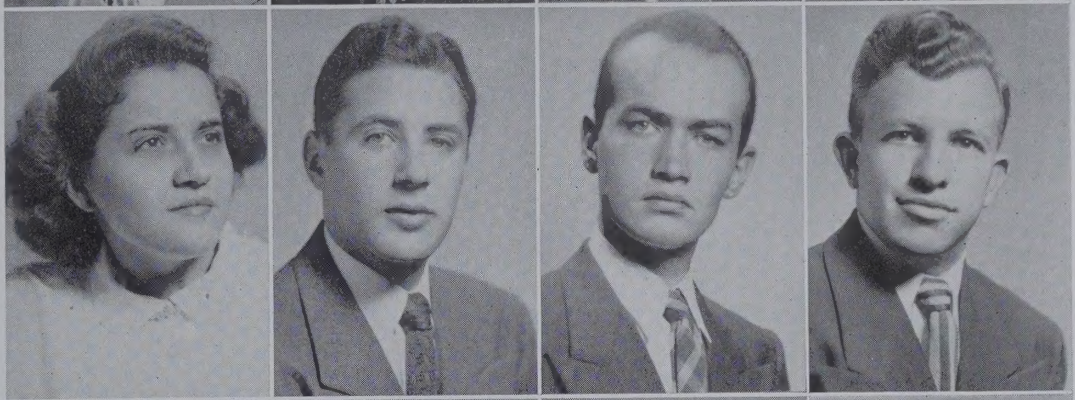

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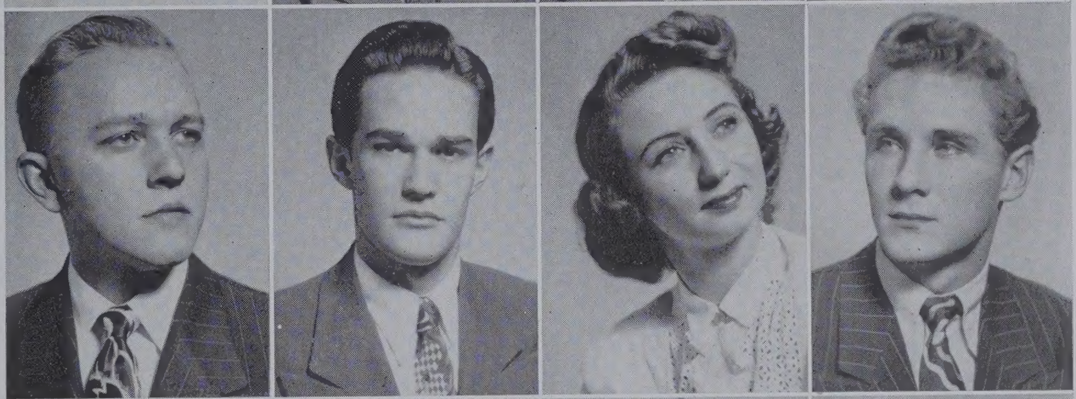

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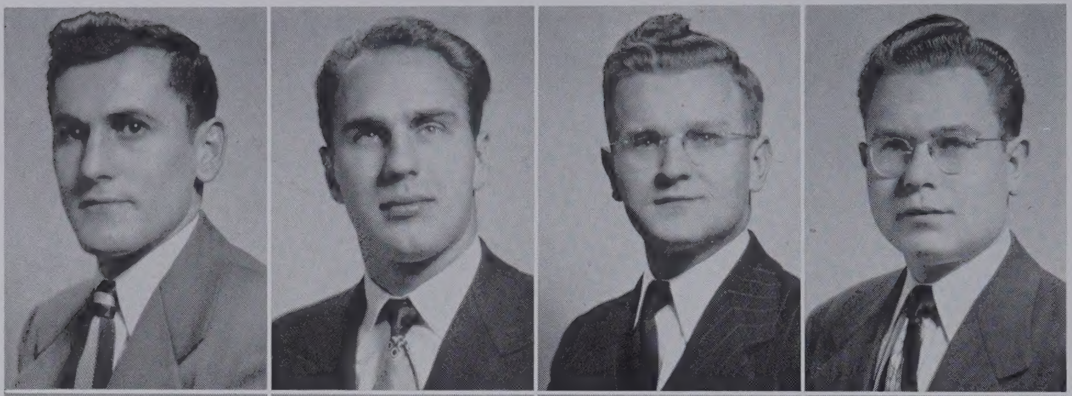

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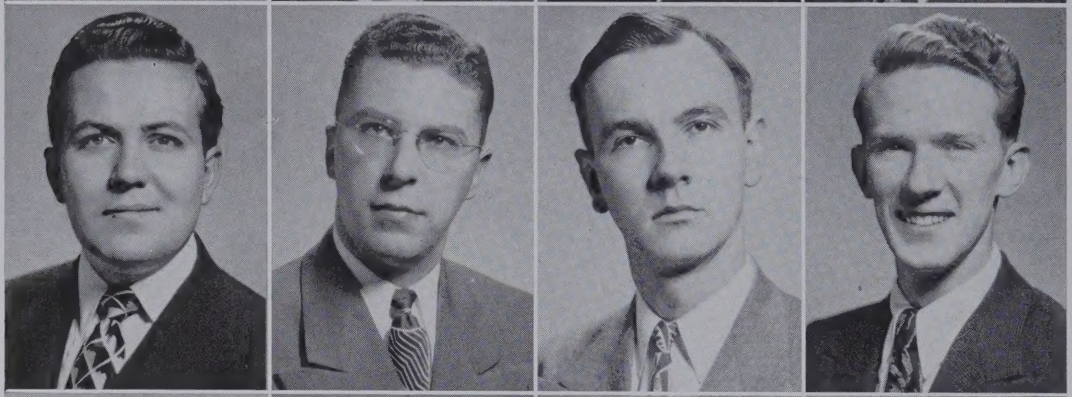

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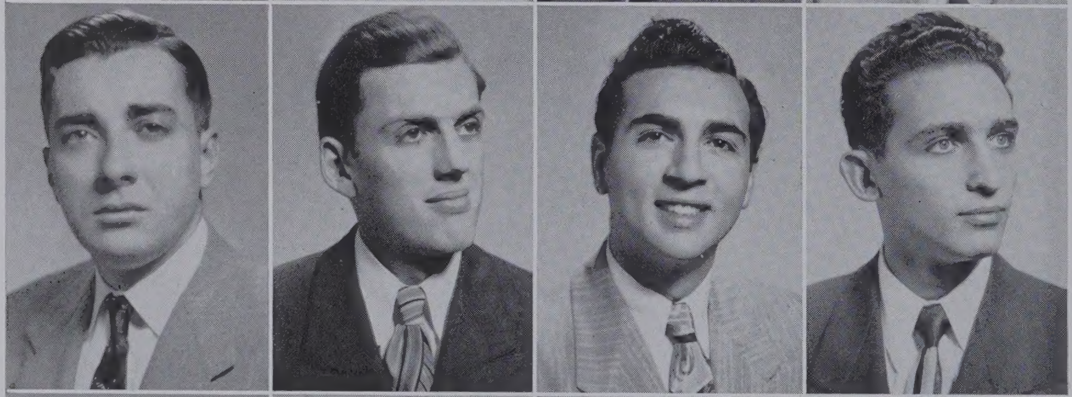

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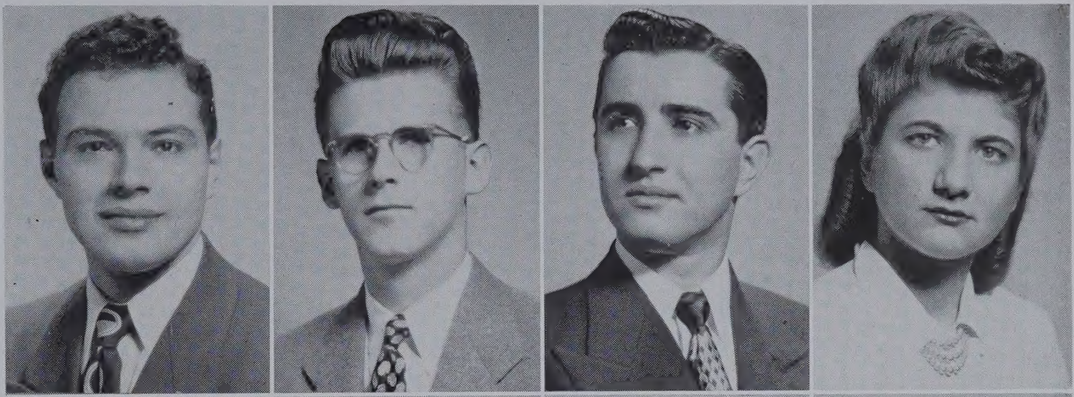

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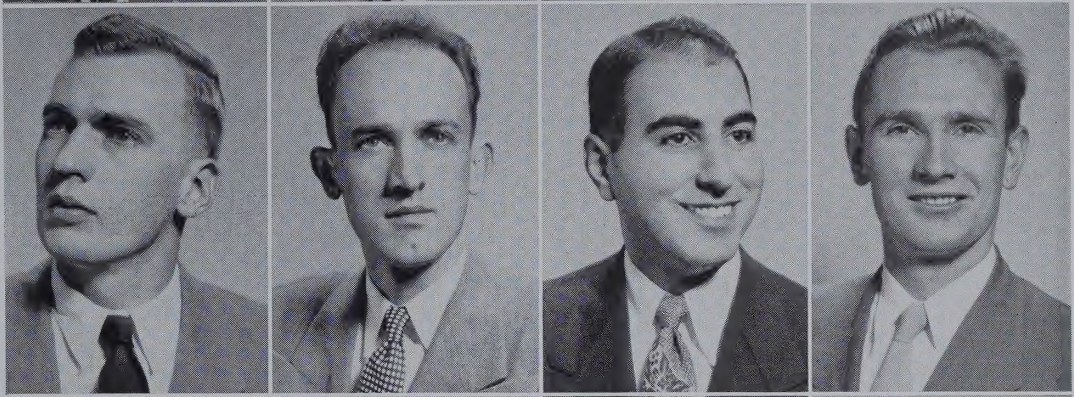

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Sally J. Perryman

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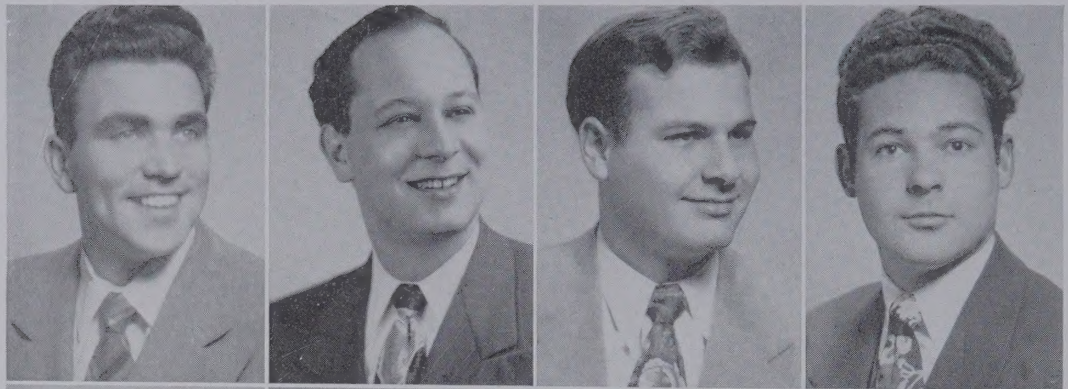

William J. Pike
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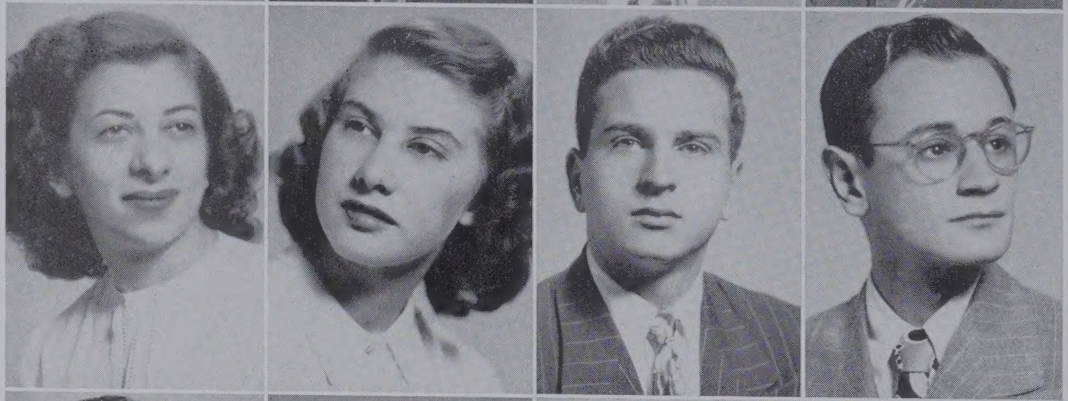

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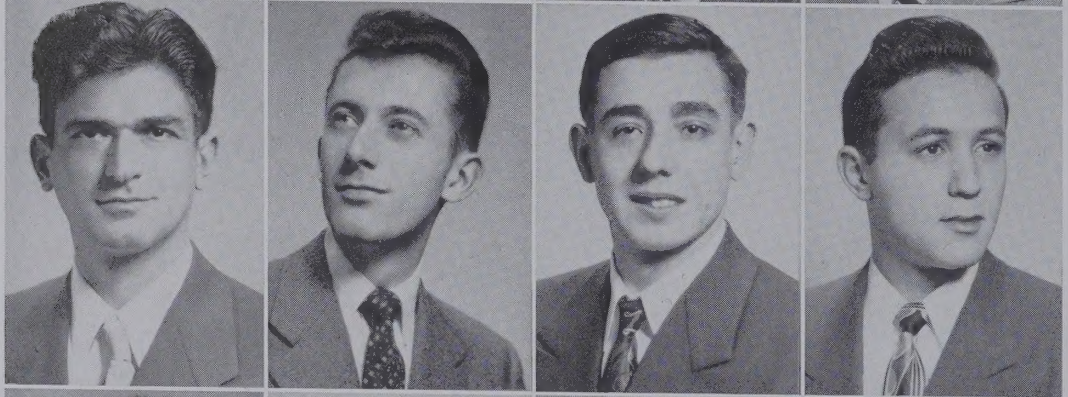

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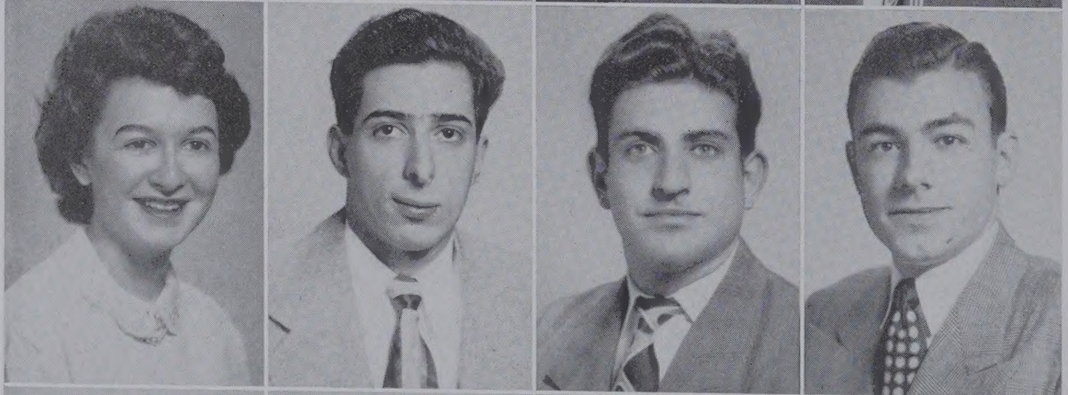

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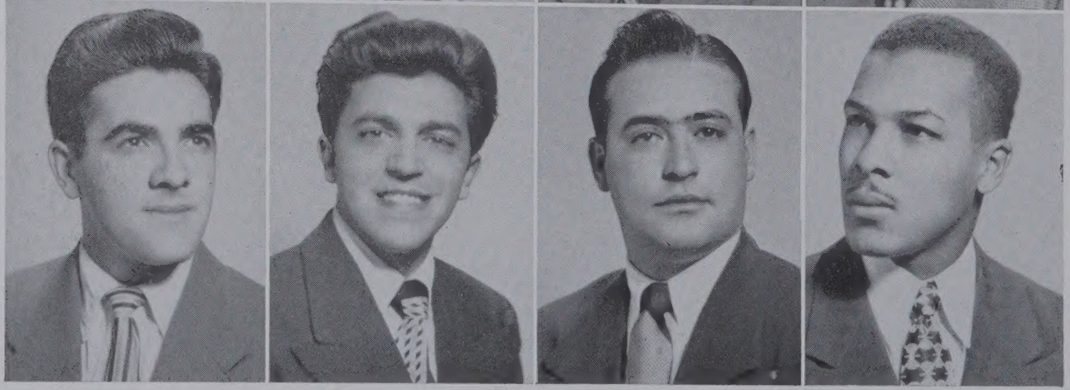

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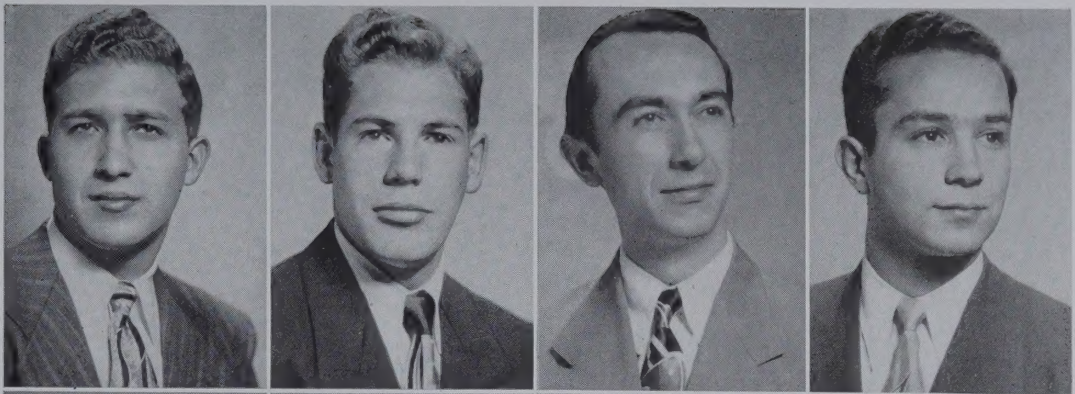

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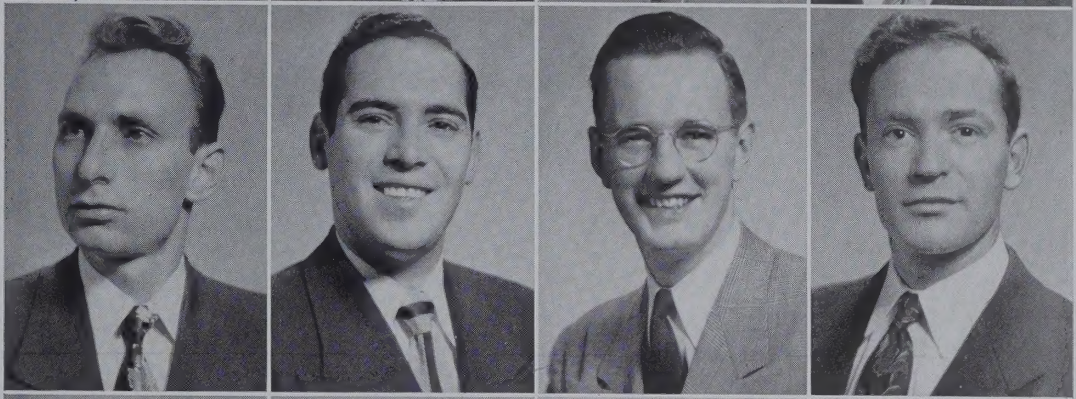

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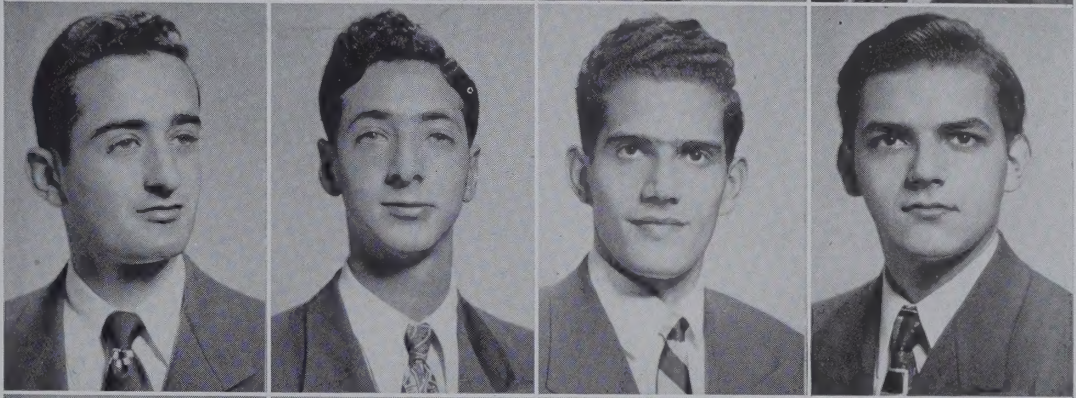

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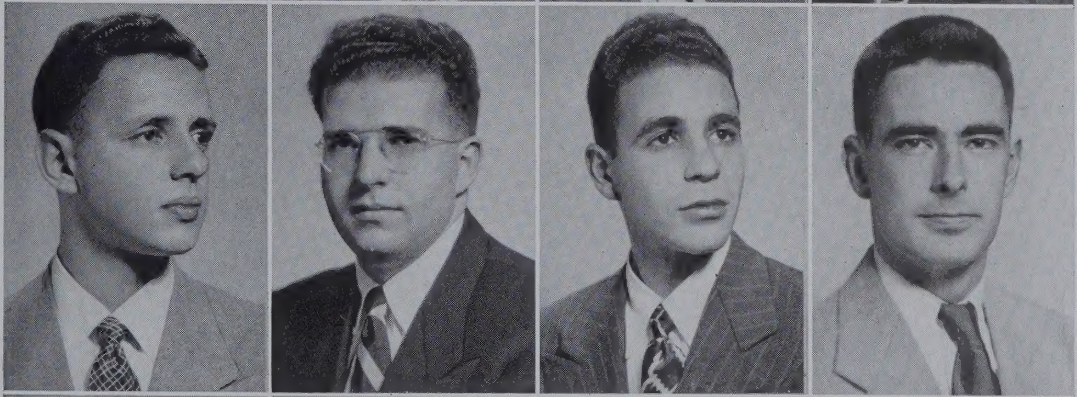

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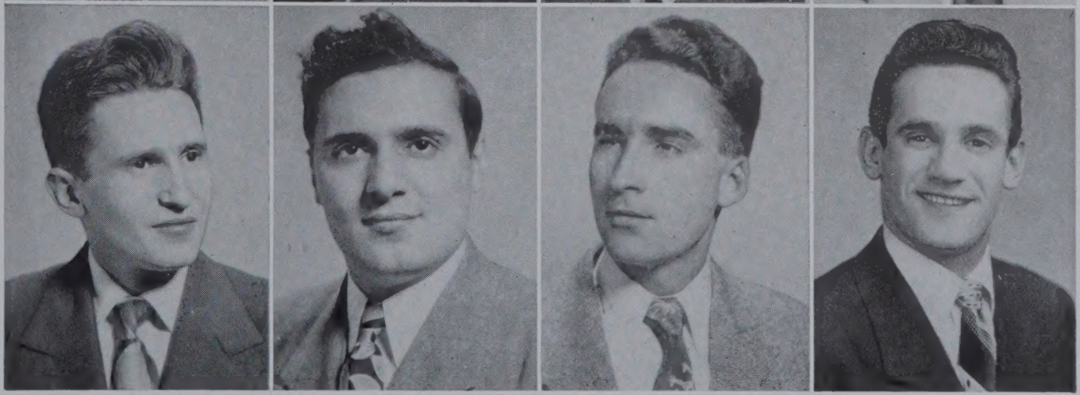

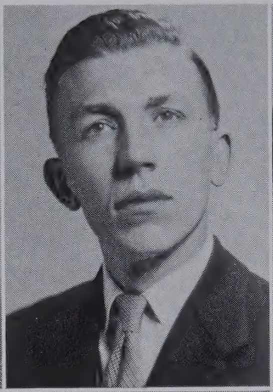

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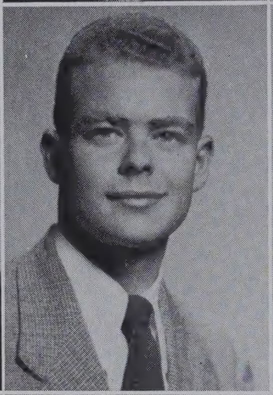

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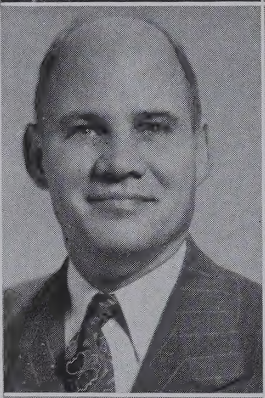
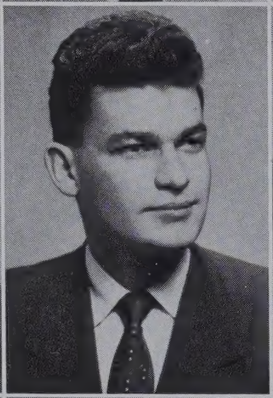

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Anita L. Rizzo

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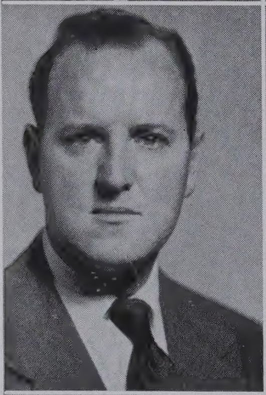
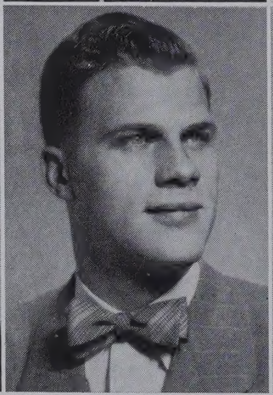

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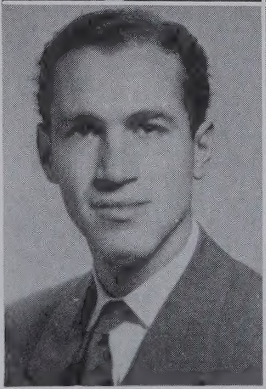

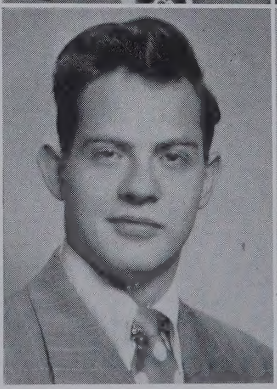

Alvin M. Rolnick

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Robert G. Romanow

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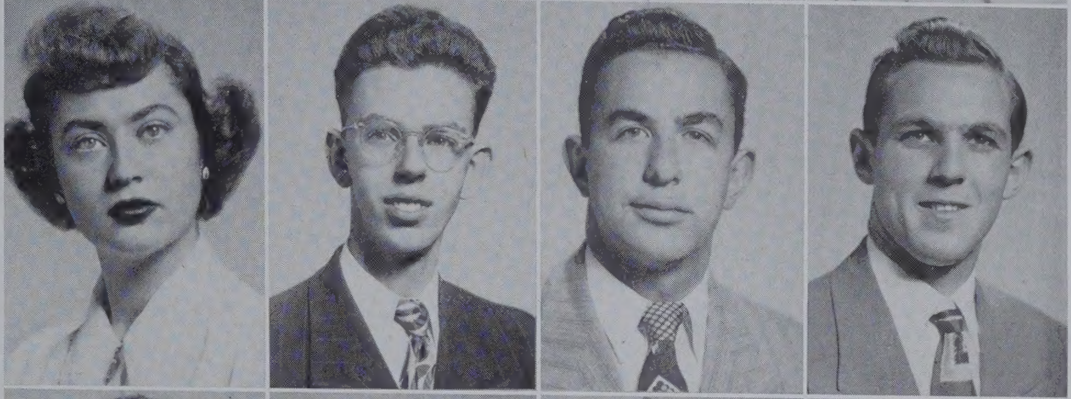

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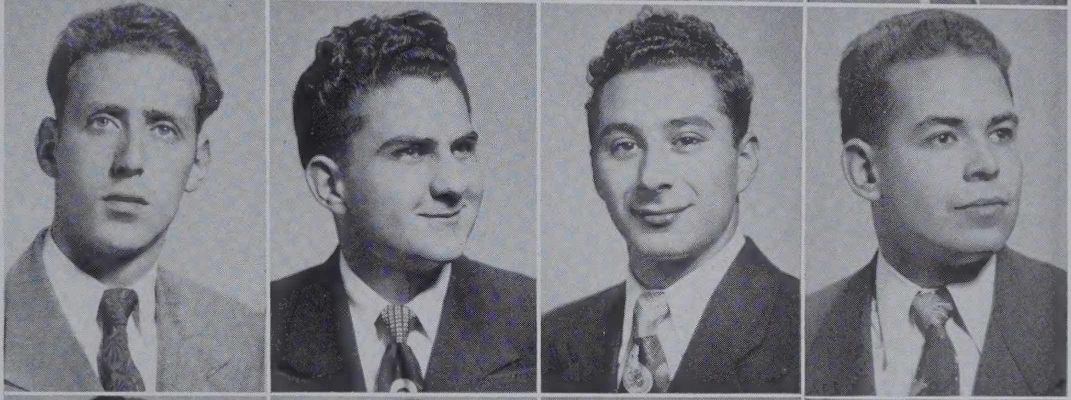

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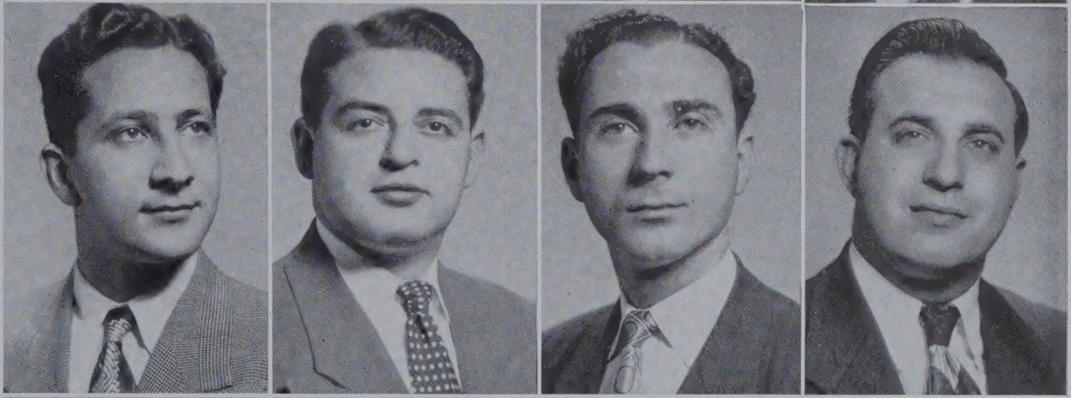
Murray L. Roth



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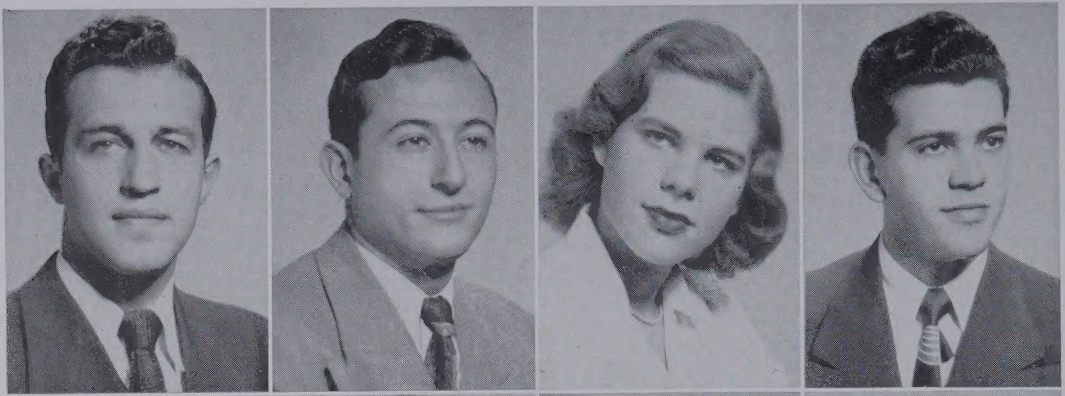

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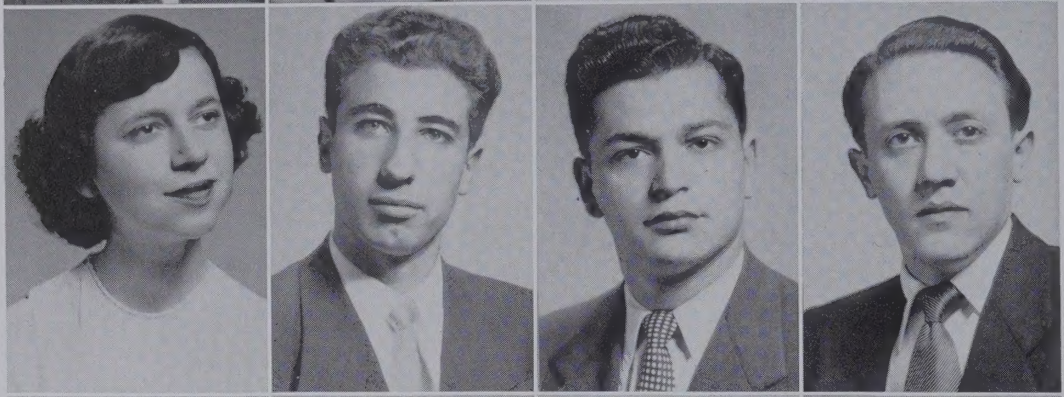

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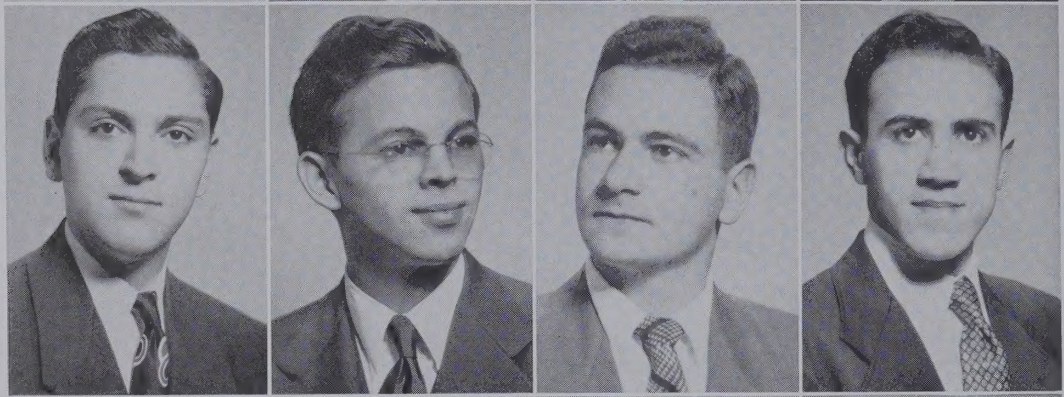

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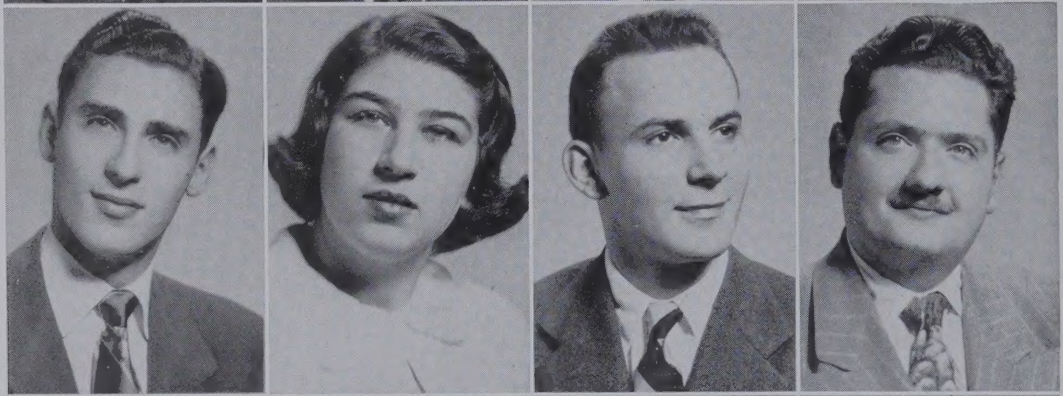

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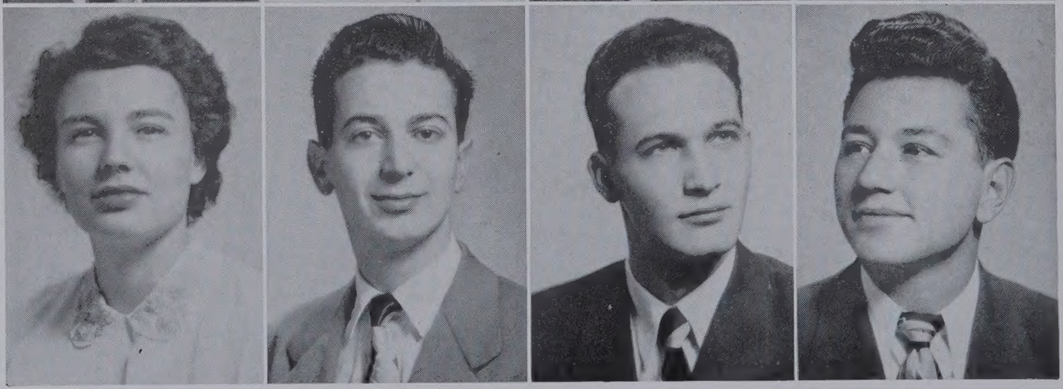

Gloria M. Samet
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Arnold Samuels
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Salvatore Santangelo
Rita Saperstein
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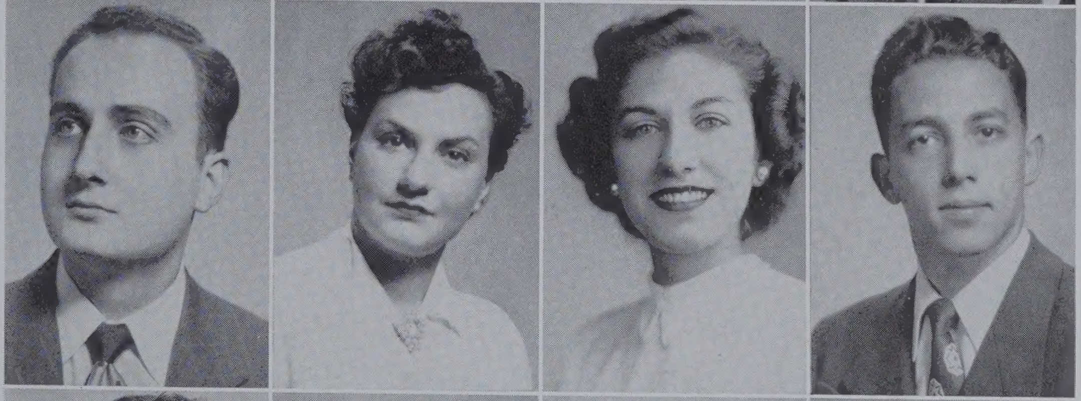

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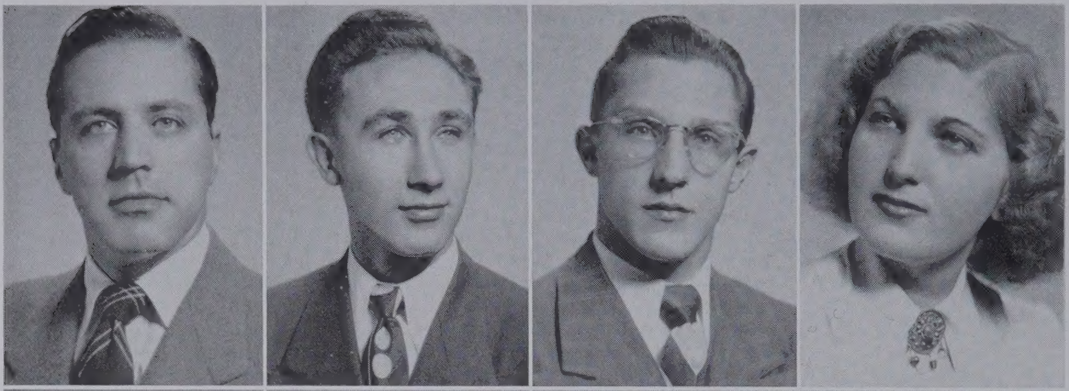

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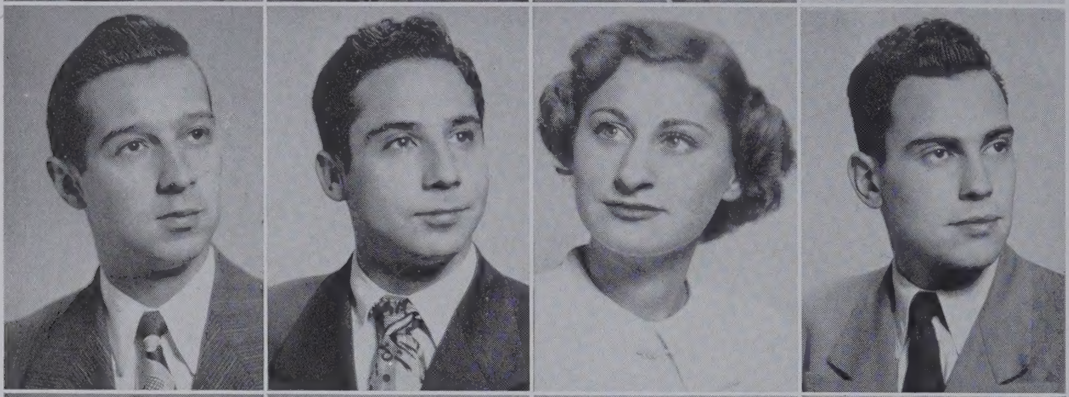

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Frederick Schneider

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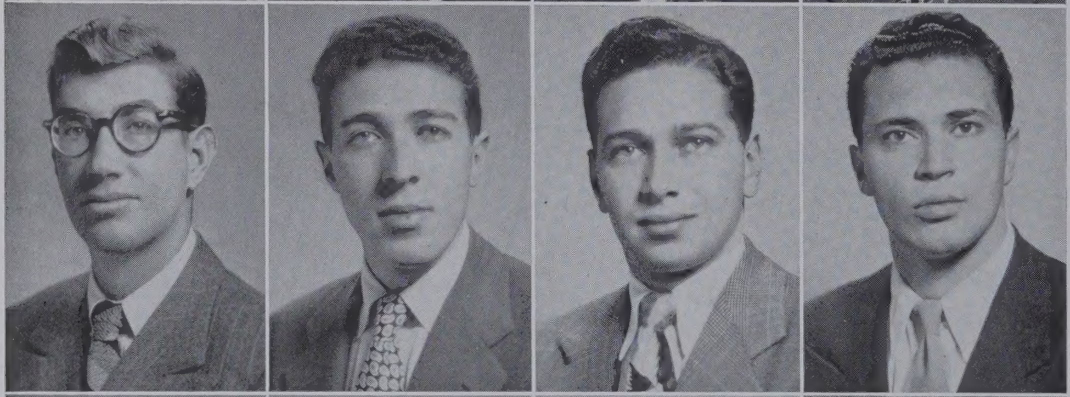

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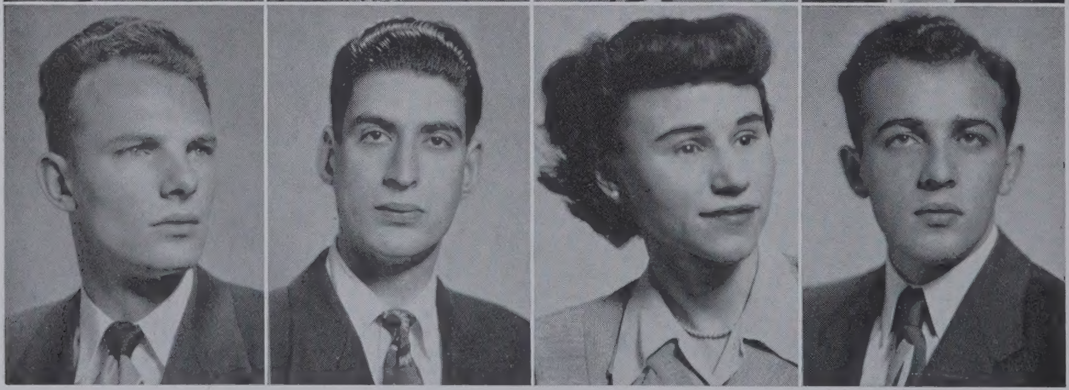

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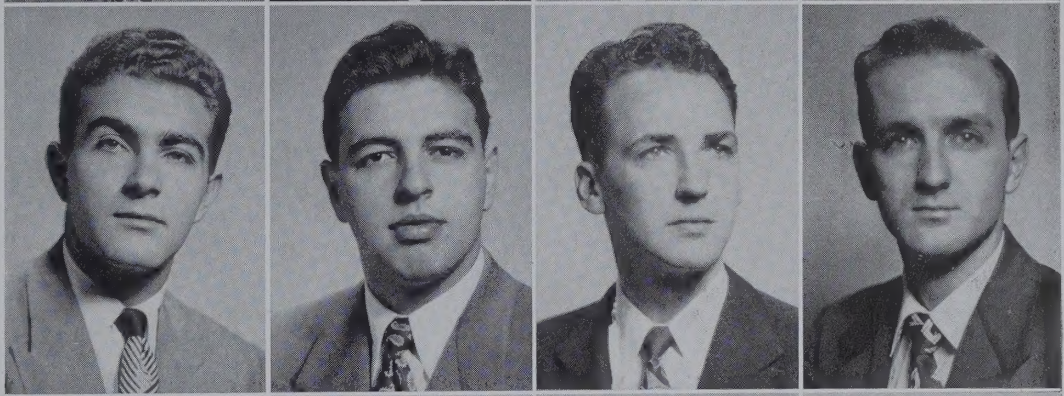

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Robert L. Seebeck

Robert B. Seetoo

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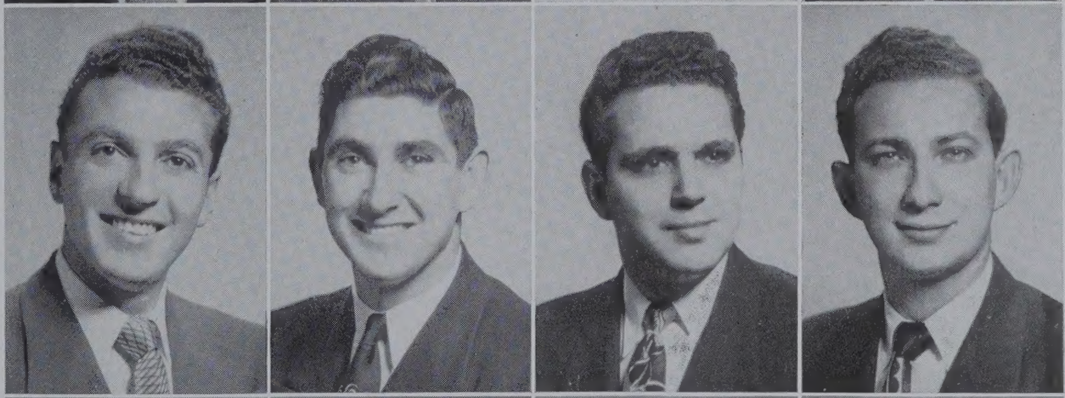

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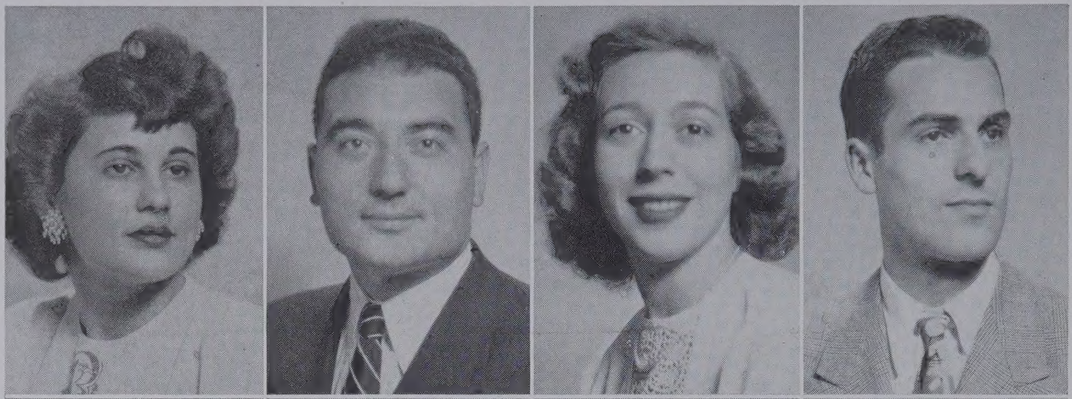

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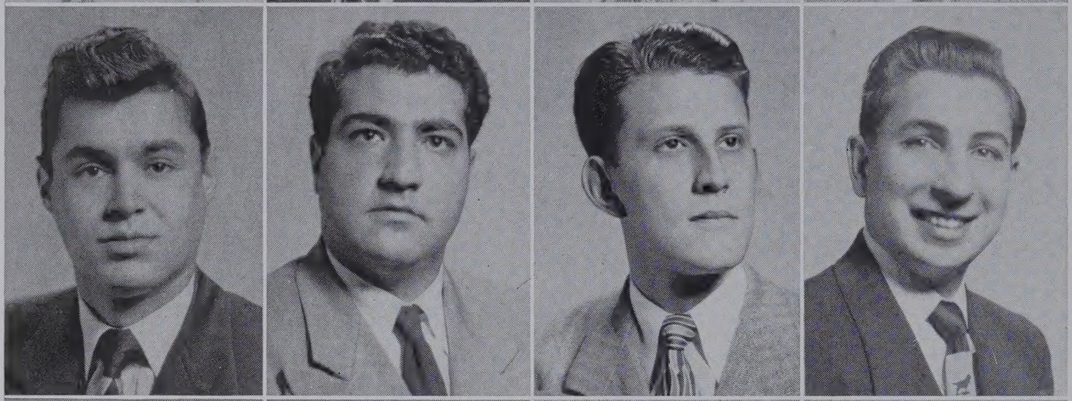
Rhoda Sheinblatt

Harvey Shelinsky



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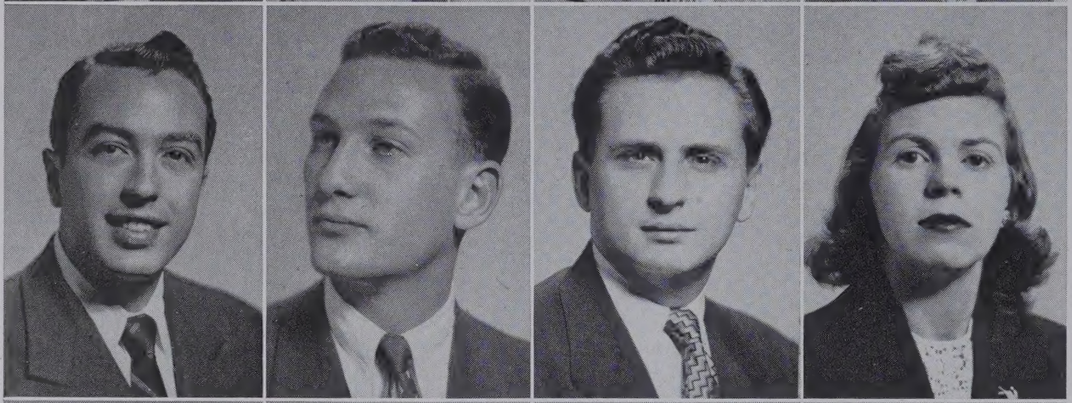

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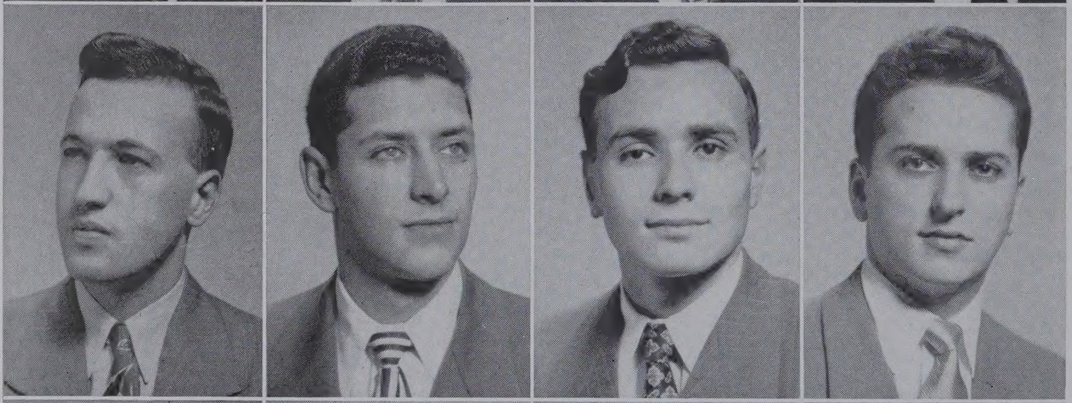

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Jerome Sigman

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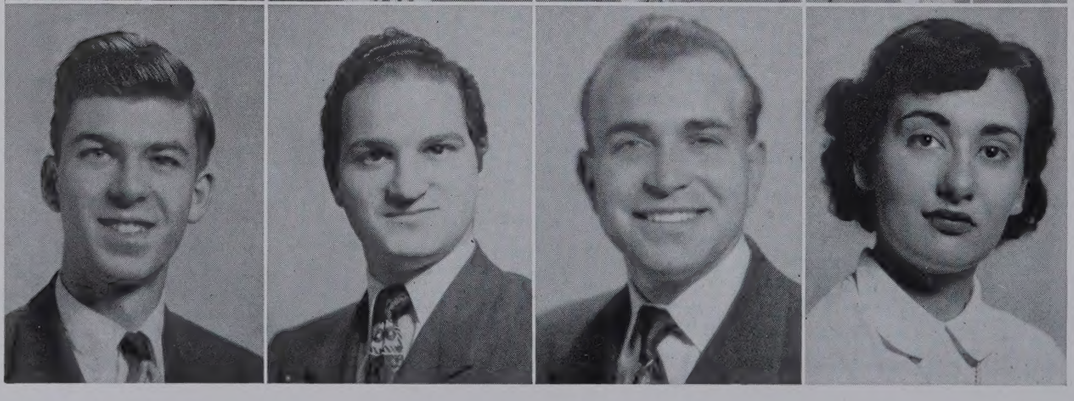

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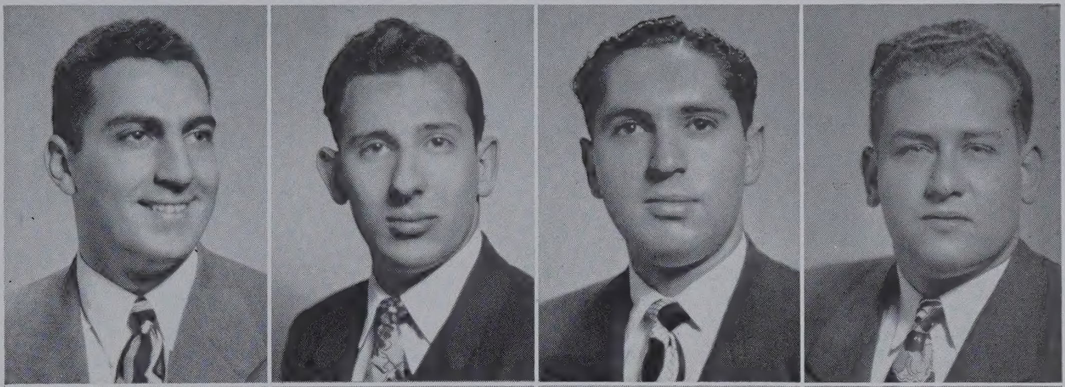
Marvin Silverman

Sol S. Silverman

Marilyn Simenowitz



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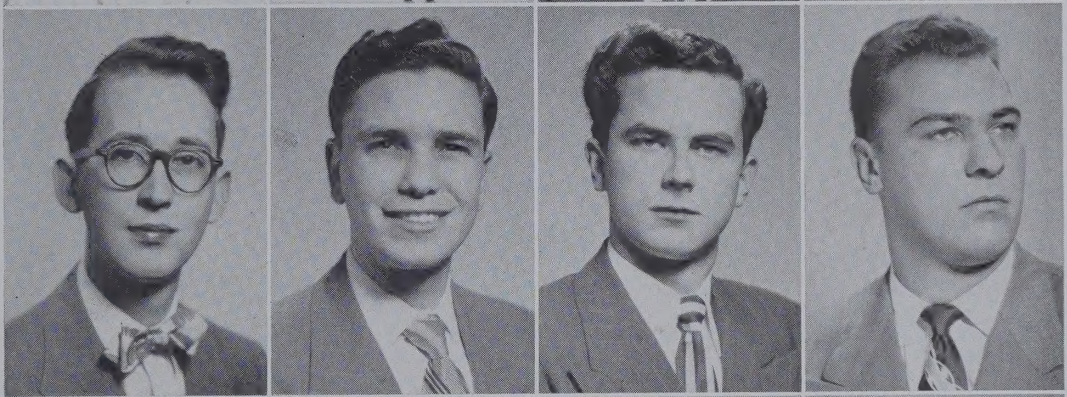
Ian D. Smith



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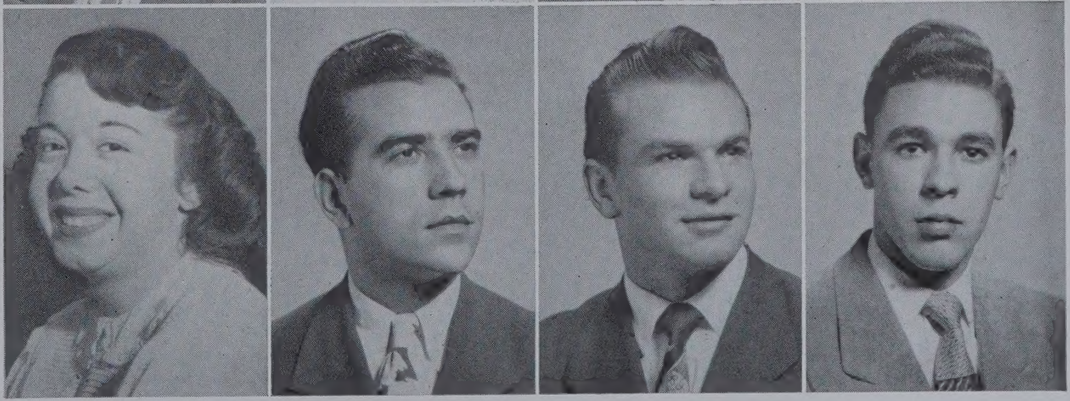
Robert H. Smith
Gregory Smith
Robert Smith

Robert V. Smith
Sandra Smith
Irving Snyder
Charles C. Soff



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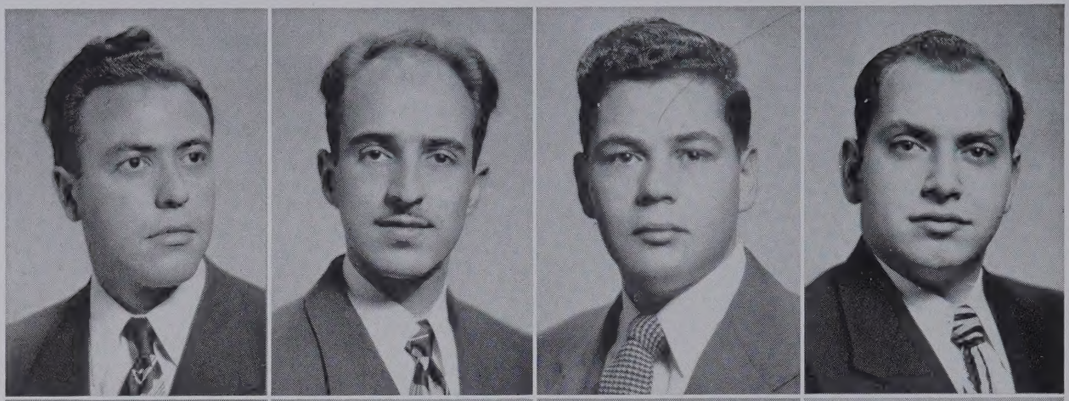

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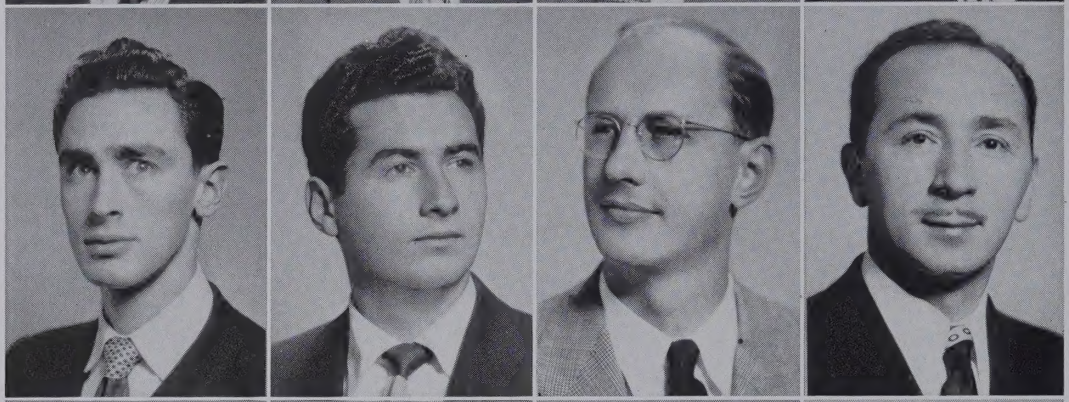


Arthur D. Sorger

Gerson Sparer

Douglas L. Spaulding

Edward Spellun

Ralph H. Spevack

Israel B. Spiegel

William Spilky

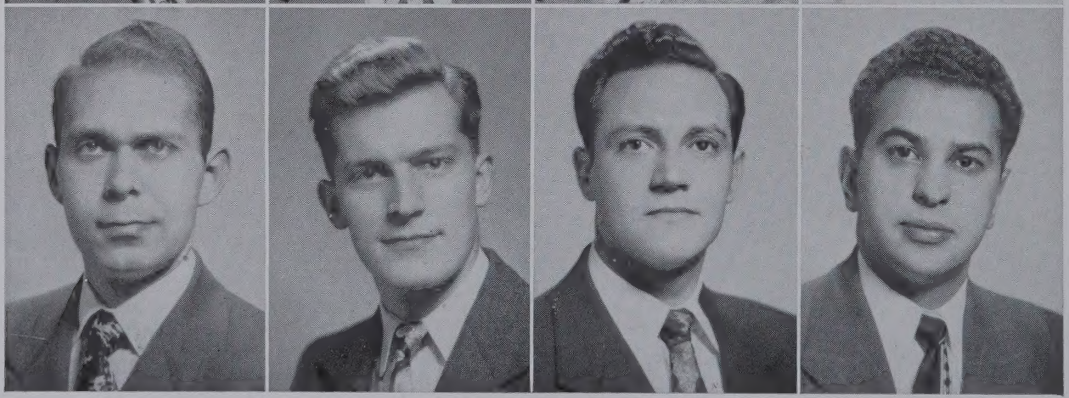
Malcom Spinrad

Irwin Spivak

Seymour Spinowitz

Allan L. Spolter

Marilyn R. Sprigg



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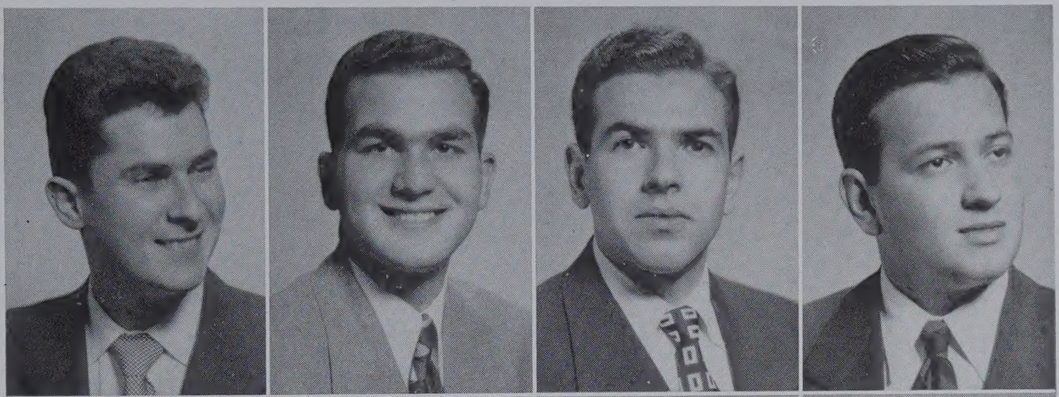
Lloyds Stalter

Samuel I. Stamler

Carl Steinfeld



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Marshall L. Steinman

Martin Steinman

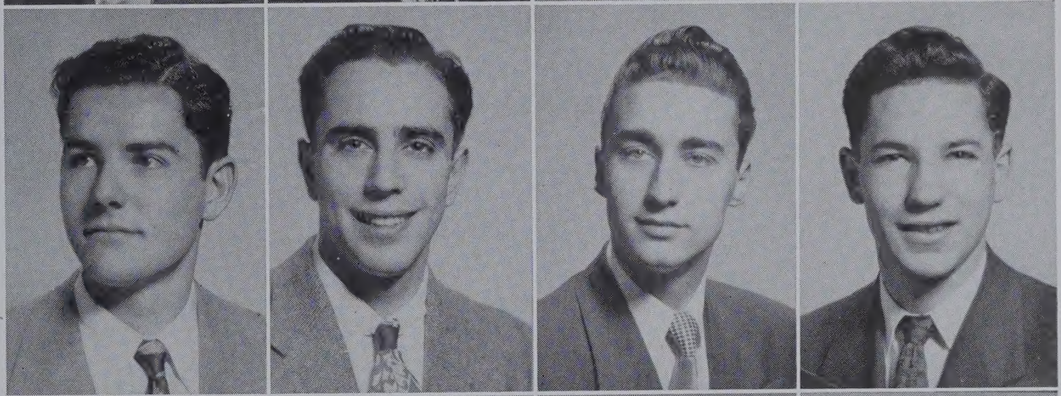
Eugene L. Stern

Eugene S. Stein

Harold Stein

Edward M. Stein

Seymour Sternlicht



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John G. Stipicevich

Edward Stimer

Eleanor Streem

Calvin R. Strumwasser

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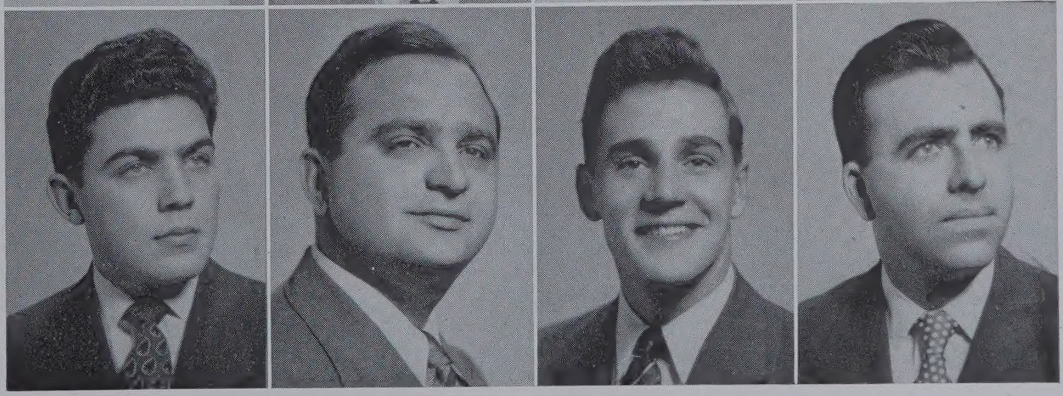

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John B. Suizzo

Thomas Sullivan

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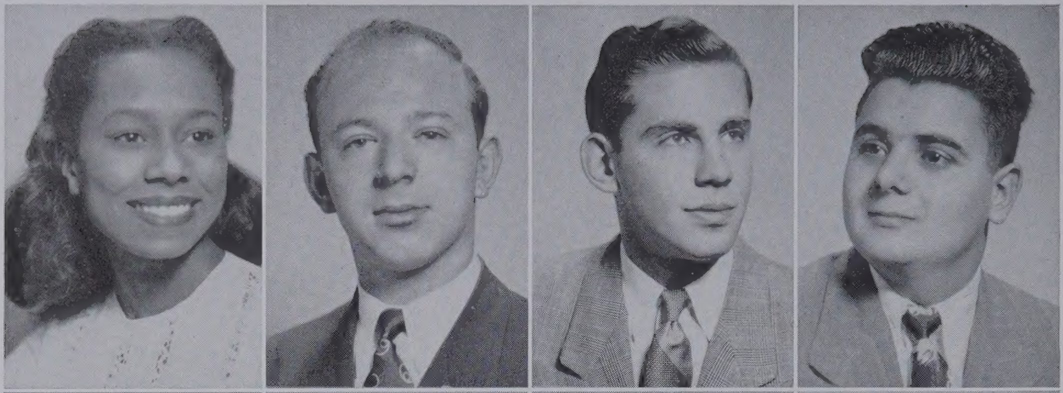

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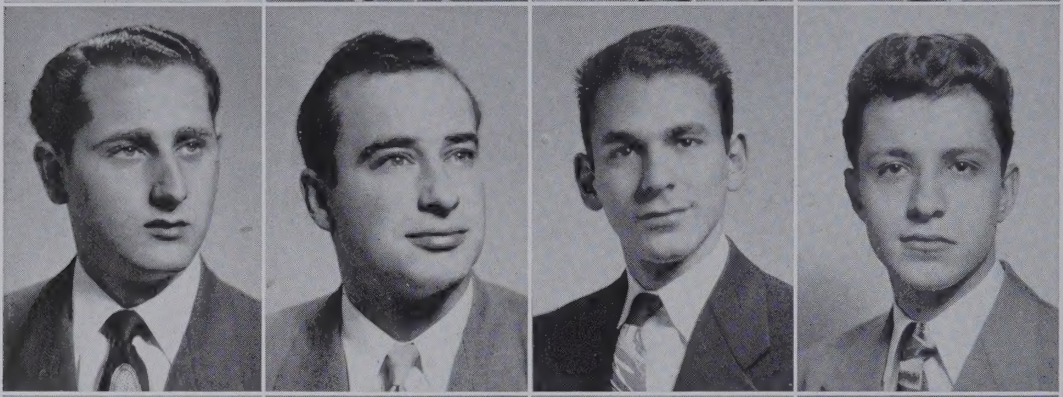

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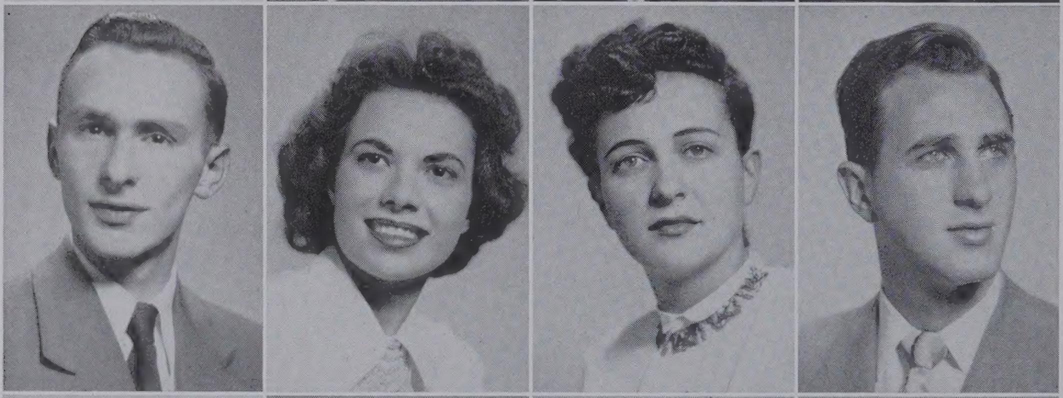

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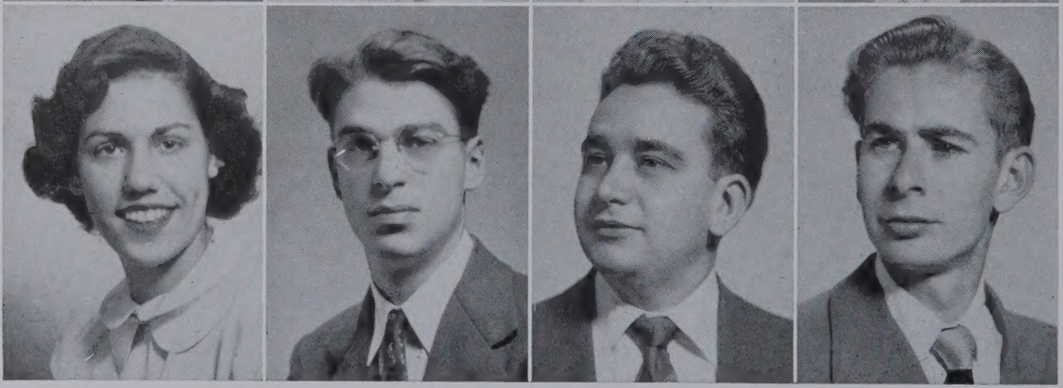

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Gerald I. Timmins

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Irving Trachtenberg

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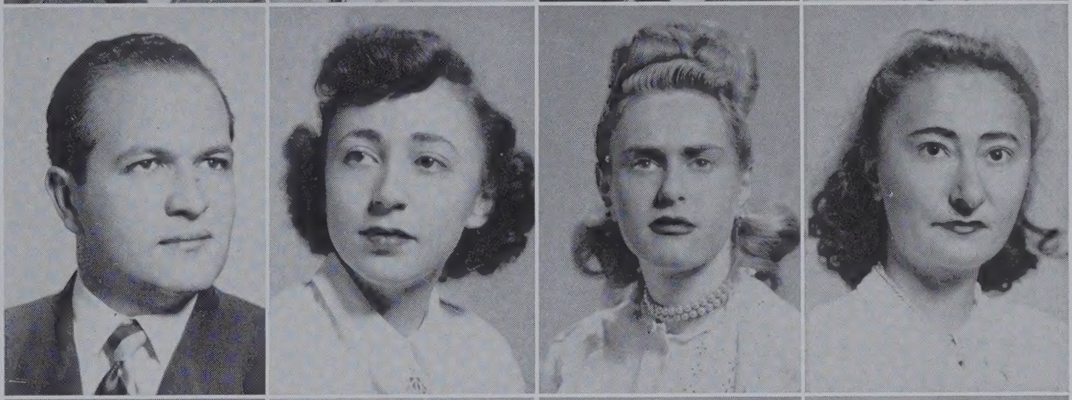

Murray Tuchman

Gloria J. Tuck

Esther B. Turteltaub

Nazenie Tutunjian

Herbert Udasin

Arthur Udell

Alvin Ulman

Alfred J. Vaccari

Roswell E. Valentine

Alfonso M. Vanacoro

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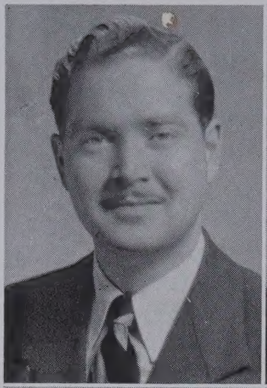
Narcis Varjian

Michael Venezia

Sam Venezia

Martin A. Verbin

Julius Verze



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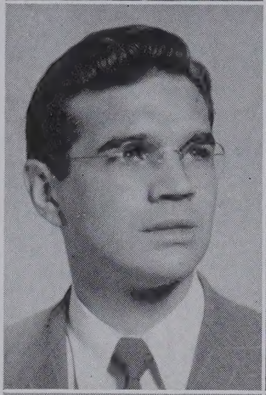
Alvin S. Vogel

Leon N. Volan

Ilse Vorchheimer

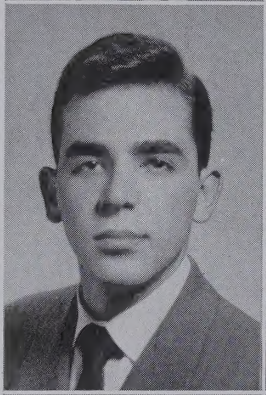
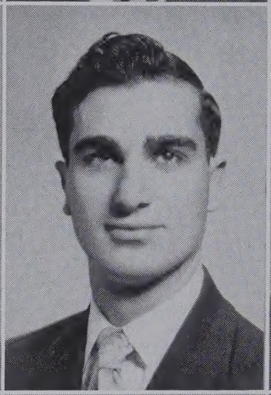


John Vorrius

Emile Vrydaghs

Florence Wagner

John Wagner

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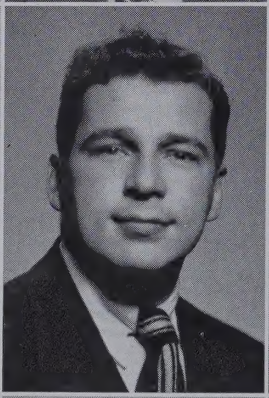
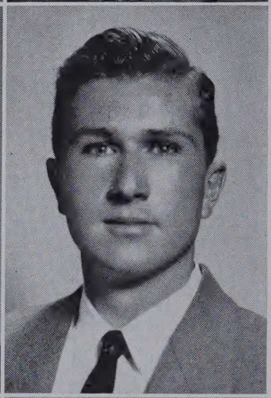
William M. Wall

John F. Wallace

Ann Wallach

Burton M. Walsdorf

Arnold J. Waltonen

James S. Ward

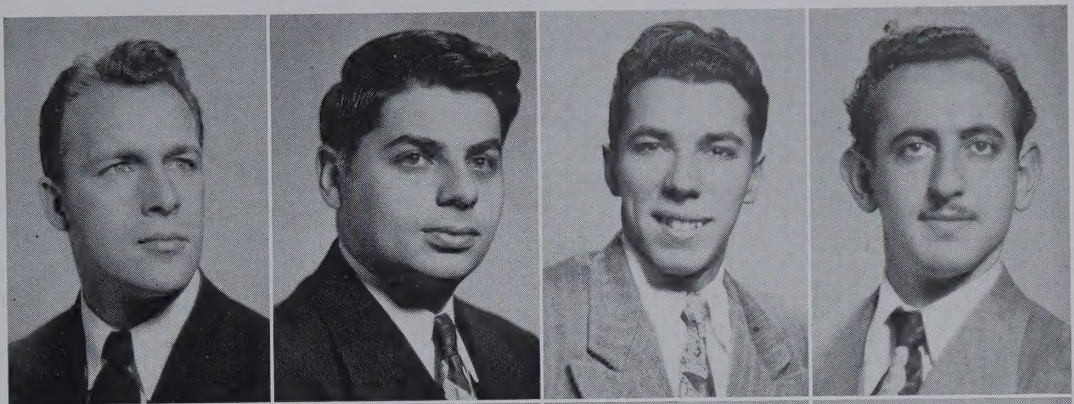
Robert Z. Warshaw

Florence Wasserman

Leonard Wasserman

Shirley M. Wasserman

Frank Weber
Sidney H. Wedeen
Bernard Weiner
Samuel Weiner



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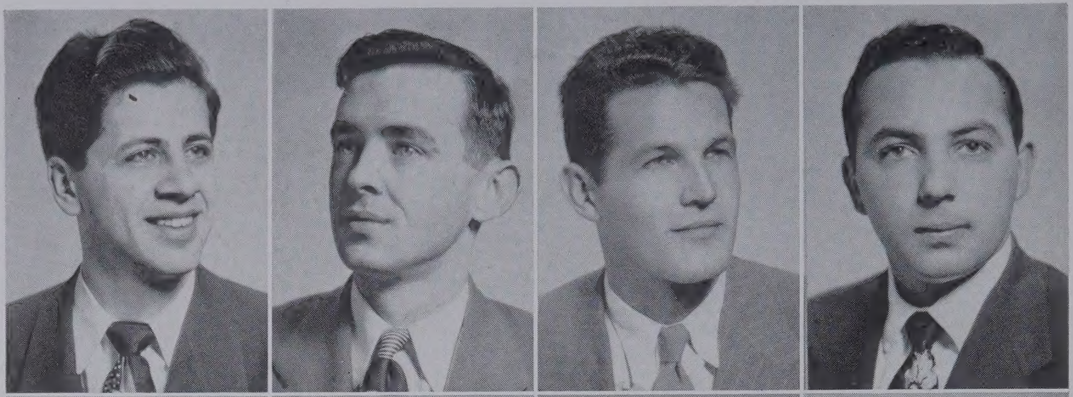

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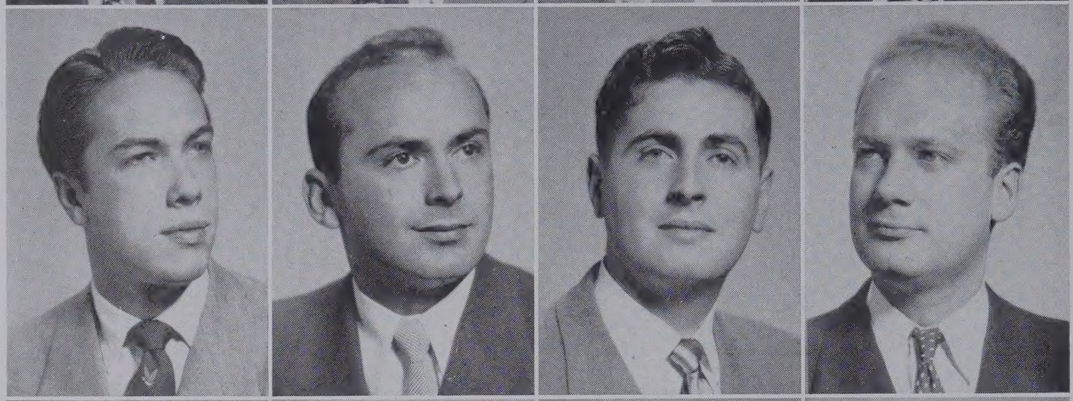

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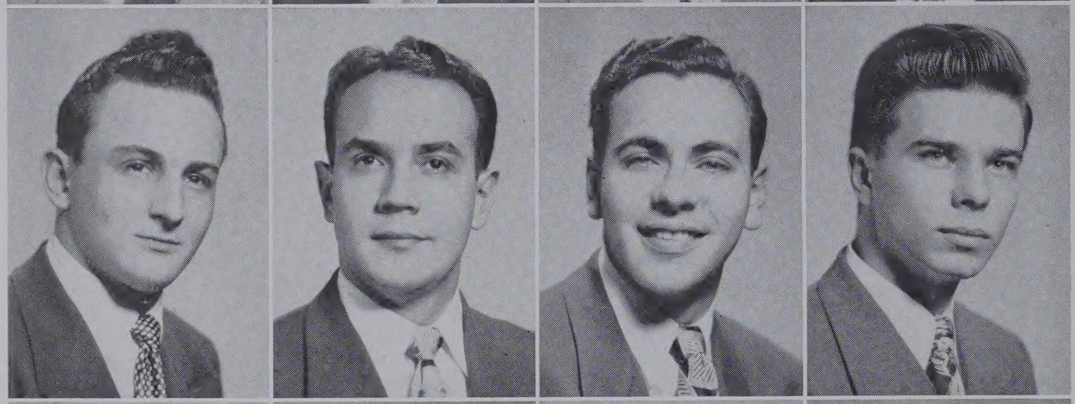

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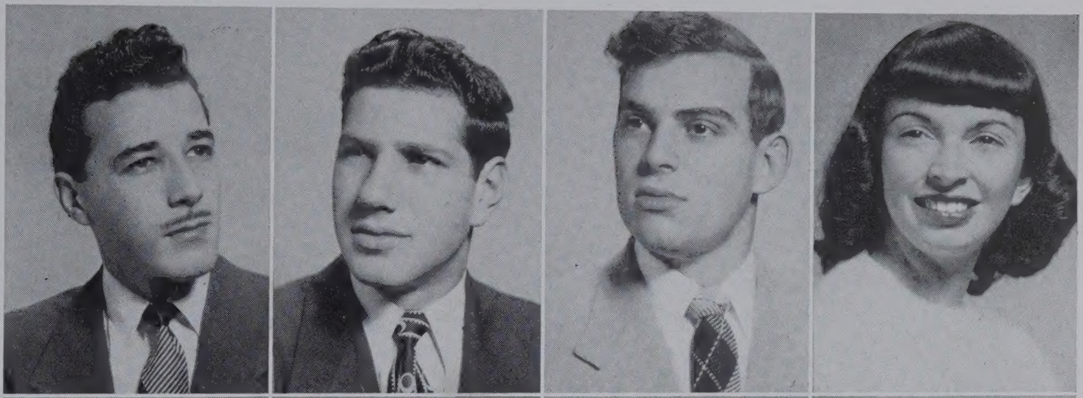

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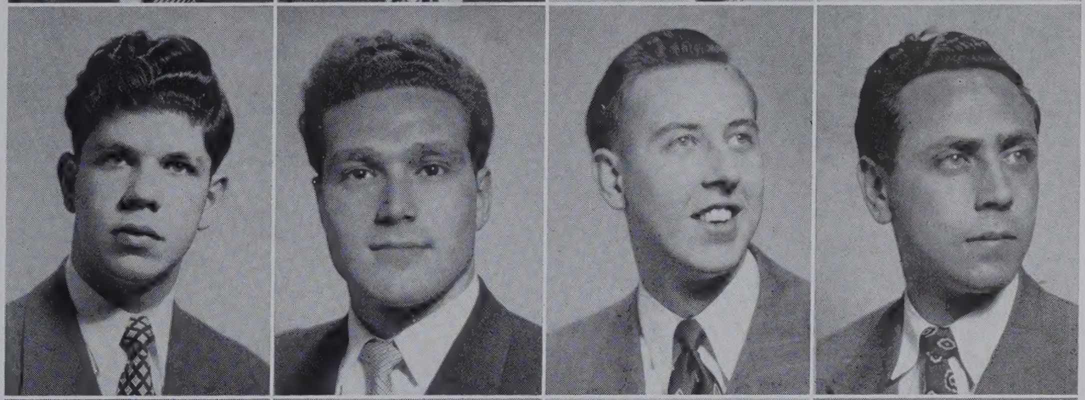

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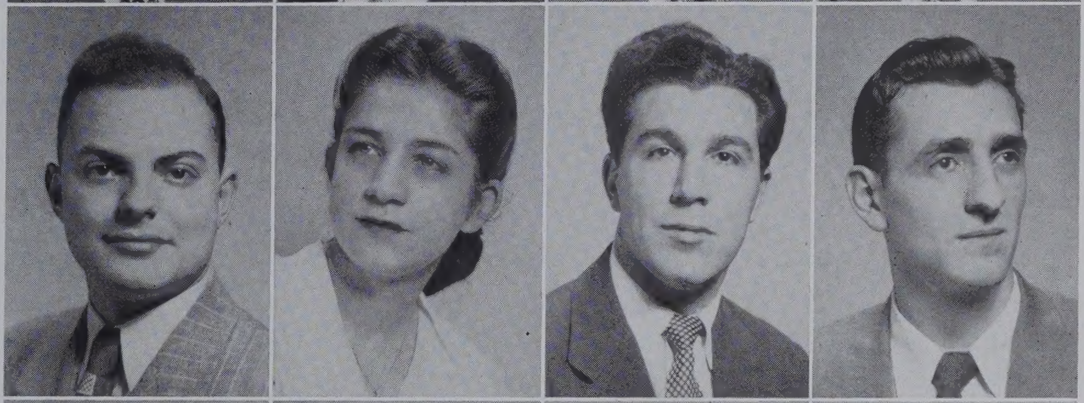

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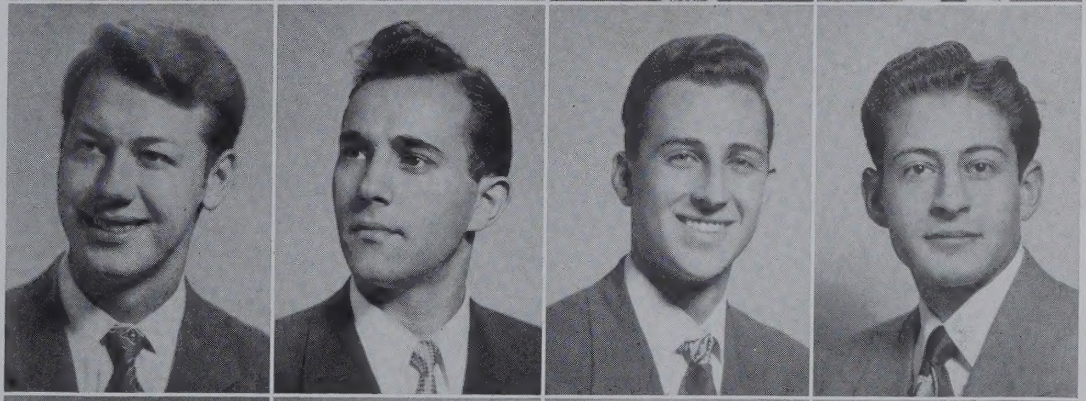

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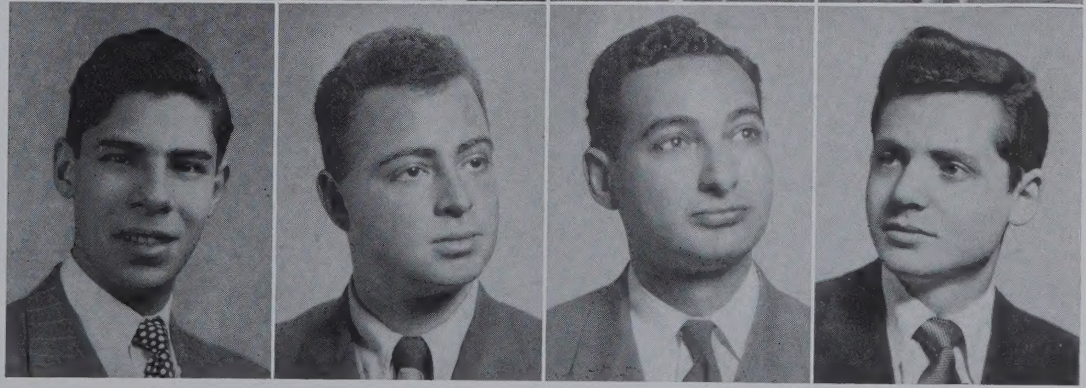

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